4/1/40


# BROADCASTING

## Broadcast Advertising

Vol. 18 • No. 7

APRIL 1, 1940
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February


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BUSINESS ADM... Miami University ... OHIO

# NOW LET ME SEE

. . . there are four fifty-thousand watters covering Greater-New York. But WOR delivers a signal three times stronger than the signal delivered by any station anywhere. This, of course, gives me a greater chance of being heard by more people, more often, at more profit. Hm-mm, there's no choosing about it. WOR's the buy for me. Seems most of the country's biggest timebuyers agree on that.

*our address is*
*1440 Broadway, in New York*


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**The WLS market is big! It includes Chicago—a *must* market in itself—and the four great agricultural-industrial states of Illinois, Indiana, Wisconsin and Michigan.**

**WLS covers this entire market . . . and we honestly believe no other advertising medium does so more effectively. Furthermore, we have the proof to substantiate our belief. Our new coverage map, based on a breakdown of 1,117,956 letters received during 1939, shows exactly where WLS is listened to, county by county—and how intensively it serves that area.**

**We will gladly send you a copy on request—or ask any John Blair man.**

**THE PRAIRIE FARMER STATION**

WLS

BURRIDGE D. BUTLER, President and General Manager

JOHN BLAIR AND COMPANY, National Representatives

WNAC
Boston
★
WTIC
Hartford
★
WEAN
Providence
★
WTAG
Worcester
★
WICC
Bridgeport
New Haven
★
WNLC
New London
★
WCSH
Portland
★
WLBZ
Bangor
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WFEA
Manchester
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WSAR
Fall River
★
WNBH
New Bedford
★
WHAI
Greenfield
★
WBRK
Pittsfield
★
WLLH
Lowell
Lawrence
★
WLNH
Laconia
★
WRDO
Augusta
★
WCOU
Lewiston
Auburn
★
WSYB
Rutland

# NEW ENGLAND HAS HER OWN 18 LEAGUE BOOTS

THEY cover the six states in giant strides, leaving clear-cut footprints on the sands of radio time in all of the key localities so completely covered by the 18 stations of The Yankee Network.

There's no magic in this. It's the development of an essential service to provide intensified local coverage of every area where there is the greatest concentration of population and buying power.

And because each of the 18 stations of The Yankee Network combines the two-fold appeal of programs of community interest with blue-ribbon network shows, the local acceptance gives listener-value double-plus on all radio advertising, from cut-ins to live talent presentations. In radio, The Yankee Network IS New England.

**THE YANKEE NETWORK, INC.** 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

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*"As Winchell might put it,*

# Lotions of Listeners

*says BOB BEUCUS*

**"New Yorchids"** . . . With "Kid Chocolate" putting the shine on his shoes, Jergens v. p. Bob Beucus put shine on Blue Network, to delight of NBC's Ken Dyke, precariously perched on air, mostly. Said Bob: "The Blue's the buy for me. It's done a swell job for Jergens—and gives us 'Money Market' coverage at a low cost nothing else can match!" Photogenic gent in back is Lennen & Mitchell's v. p. Bob Orr.

**Sounds by the surf** . . . On vacation in Florida, Midnighter Winchell caught these cuties cooing . . . "I heard about this lotion on Winchell's program Sunday," cooed the beautnette, "and it's grand!" . . . "Bet it costs a million for that show," bet the blonde . . . Her crack is coo-coo—and we're laffing. Because "you don't need a million bucks to do a national sales job."

*it,* *the Blue gives us...*

# *s* at Lowest Cost!"

*JS* *V. P. in charge of Advertising, Andrew Jergens Co.*

**Blue Network helps Jergens attain overwhelming leadership in hand lotion field! Hooper study reveals *40% use of Jergens by Winchell tuner-inners!* Moral: You don't need a million dollars to do a bang up sales job on the Blue! Here is "Money Market" coverage at lowest national cost!**

WE HAD LUNCH the other day with Bob Orr, v.p. of potent Lennen & Mitchell. He told us a story we know you'll be interested in hearing. A story about Jergens Lotion—and how the Blue Network has helped it go places! Bob said Jergens ranked third in hand lotion sales before Walter Winchell said "Hello Mr. and Mrs. America" on the Blue. Today Jergens is so far out front "there isn't any second."

Last week, along came the results of an amazing survey. It was made by C. E. Hooper who calls it "the strongest sales story for any medium ever compiled." Of the 2356 people studied six out of ten proved to be Winchell-Blue listeners. And 40% of the regular tuner-inners are Jergens customers! While only 10% of the non-listeners use Jergens.

All of which is very significant, and in the words of Jergens v.p. Beucus, is "confirmed by our sales figures." It proves the Blue's ability to produce big sales—at the lowest national cost of *any* medium!

This low cost, the result of the famous Blue Network Discount Plan, is one reason why the Blue is now being used by America's smartest advertisers. They also consider it 1940's best advertising buy because it provides *concentrated coverage* of America's "Money Markets," where 72% of the country's effective buying power is located.

70% of the Blue's 1938 advertisers renewed in '39. 17 new clients joined up. Because they know that *sales* begin where the Blue begins—*at all-time low costs!* We'll be mighty glad to show you how this network can help you "up" *your* sales for less than $5000* per nighttime half hour, coast to coast! With lotions of love we remain your nationwide sales maker . . . National Broadcasting Company. A Radio Corporation of America Service.

*Network time only, of course

**Meet Mr. Broadway and his girl**... If he pulls his chapeau down over his eyes in daylight . . . and blinks at unaccustomed Miami sunshine . . . and sniffs cautiously for the smell of a bandleader's cigar . . . and dishes out dough to this damsel, he's Colyumer Winchell—and she's his daughter Gloria, here putting the bite on papa. It might be cheaper, Walter, to sponsor a Blue Network program. F'rinstance, only 5 G's weekly for a nighttime half hour!

**Manhattan mural**... In the window of this druggery hard by Radio City stood a Jergens sign. In went two NBC researchers. Said druggist: "For my money Winchell and the Blue Network are tops. Jergens Hand Lotion profits have soared ever since Walter began those 'Mr. and Mrs. America' Blue Broadcasts!"

PACIFIC COAST'S BIGGEST
ALL-TIME RADIO CONTRACT

*Doubled for 1940-41*

ALKA SELTZER, PLACER OF
COAST'S LARGEST RADIO
CONTRACT, BREAKS OWN
RECORD . . . DOUBLES CON-
TRACT ON DON LEE NETWORK

MUTUAL DON LEE BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK

# SPRING . . . . and for a greater "Net Profit" . . . . HIT THE SPOT THAT COUNTS

SPRING is open season on customers down South.

That's when they wake up, stretch themselves, and give everything—including their pocketbooks—a good airing.

They're biting now. But you have to be in the right place to catch them . . . to cast your advertising bait in the spots that count . . . where they are receptive. And one of the most receptive markets for radio advertisers in America is Shreveport and the rich tri-state surrounding area . . . More people live within 150 mile radius of Shreveport than live in the entire state of Louisiana.

**KWKH**

**SHREVEPORT / LOUISIANA**

**50,000 WATTS**

A SHREVEPORT TIMES STATION

. . . . in the heart of the world's greatest oil and gas area . . . . . CBS

Represented by THE BRANHAM CO.

*Member South Central Quality Network*

WMC—Memphis • KARK—Little Rock

WSMB—New Orleans • KWKH-KTBS—Shreveport

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# Building has built me a Bankroll

**Building keeps booming within the "Golden Horseshoe"... and construction workers here will have fifty million dollars more to spend this year!**

Wielders of hammer and saw wield a mighty purchasing power within the "Golden Horseshoe", that prosperous territory blanketed by WJR Detroit and WGAR Cleveland.

Here, workers of the construction industry alone earn nearly a million dollars every week. Here, building soared 38% in 1939, compared to the national increase of 20%.

More than 15% of *all* the nation's wage earners live and labor inside this concentrated market. And activity of the past three months promises to put another layer on their healthy bankrolls.

Nail down your share of their business. Drive your sales message straight and true. Build sales quickly and economically through the Great Stations of the Great Lakes.

**WJR**
THE GOODWILL STATION
*Detroit*

**WGAR**
THE FRIENDLY STATION
*Cleveland*

Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc.,
National Sales Representatives

BROADCASTING
and
Broadcast Advertising

Vol. 18. No. 7 WASHINGTON, D. C., APRIL 1, 1940 $3.00 A YEAR—15c A COPY

# ASCAP 70% Rate Boost Stirs Industry

## Seeks to Split Broadcast Ranks With Preferential Bait; Clearance at Source, 7½% Net Levy Are Proposed

CULMINATING a five-year build-up which has had repercussions in Congress, the courts and many State Legislatures, ASCAP on March 21 delivered its newest ultimatum to the broadcasting industry under which it asks about a 70% increase in royalties for the right to perform its music—practically all from the networks.

Stipulating clearance at the source, at 7½% of the gross income of the networks, the proposal, while viewed merely as the "asking price", nevertheless was held to be wholly unacceptable on anything approaching an industry-wide scale. There immediately developed an outbreak of charges and counter-charges which presaged bitter dealings before a solution, if any, is reached. Current contracts expire at the end of this year and ASCAP has notified broadcasters it will be ready to talk terms beginning April 15, hinting broadly that it is ready to accept 10-year contracts to replace the expiring five-year arrangements.

### Another 'Munich'

Within the industry, the general reaction was that, despite a sop to smaller stations offered by ASCAP along with readjustments downward to those in the middle brackets, the industry was not disposed to have another "Munich" paralleling the 1932 and 1935 situations. Generally, it was felt that ASCAP had simply changed the words but was using the same music, seeking to split the industry in order to force long-term contracts.

While the ASCAP proposition, delivered orally March 21 to a hand-picked group of broadcasters, caused a sensation, it did not occasion any surprise in broadcasting ranks. A plan of the nature submitted was foreseen. Moreover, the industry generally felt that it was better prepared to meet the ASCAP onslaught than in any previous crisis because of the status of Broadcast Music Inc., as a going organization, designed to introduce competition in the copyrighted music field and to create an industry-owned music reservoir.

### HOW RADIO FILLS ASCAP'S COFFERS

FOLLOWING is a tabulation, gleaned from various official and industry sources, indicating the rise in payments by the broadcasting industry to ASCAP from 1923 through 1939, in relation to ASCAP's total income during those years:

| *Year* | *Estimated Gross Broadcasting Industry* | *ASCAP Income from Radio* | *ASCAP Total* |
|---|---|---|---|
| 1923 | | $ 9,750 | $ 448,468 |
| 1924 | | 34,725 | 561,427 |
| 1925 | | 130,018 | 772,336 |
| 1926 | | 276,820 | 1,062,619 |
| 1927 | $ 4,820,000 | 450,750 | 1,359,766 |
| 1928 | 14,100,000 | 508,984 | 1,580,694 |
| 1929 | 26,800,000 | 666,983 | 1,803,164 |
| 1930 | 40,500,000 | 867,501 | 2,043,791 |
| 1931 | 56,000,000 | 833,496 | 2,004,496 |
| 1932 | 61,900,000 | 865,425 | 2,013,787 |
| 1933 | 57,000,000 | 1,482,000 | 3,000,000 |
| 1934 | 72,887,000 | 2,081,000 | 3,550,000 |
| 1935 | 87,524,000 | 2,680,406 | 4,000,000 |
| 1936 | 107,551,000 | 3,280,000 | 4,450,000 |
| 1937 | 144,142,000 | 3,878,752 | 5,926,942 |
| 1938 | 150,118,000 | 3,845,206 | 6,087,351 |
| 1939 | 171,114,000 | 4,300,000 | 6,950,000 |

Due to the ambiguities in the ASCAP proposal, many stations, particularly those in the intermediate group, found themselves stumped in attempting to calculate ASCAP's demands. As a matter of fact, except for the smaller stations ($50,000 annual gross or less) and the major networks, it was impossible to define precisely what ASCAP seeks in the way of performance royalties.

Based on 1937 industry statistics, as well as on anticipated 1941 income, it was generally concluded that the ASCAP demands are for at least a 70% boost. And in its own statement, ASCAP asserted it sought to place the burden on the networks by requiring clearance at the source at 7½% of their revenue, at the same time relieving affiliated stations of payment on income from the networks.

### Seeking a Split

While at first blush, it was thought affiliated stations might view the proposed shifting of this burden favorably, it soon became apparent to the industry that ASCAP's prime effort was to bring about a schism. Moreover, it was almost universally felt among affiliates that any such network fee as ASCAP proposed was not only impossible but could not be absorbed by the networks without some readjustment with affiliates.

Based on 1937 figures, it is calculated that, as against $3,878,000 paid into ASCAP coffers under the 5% of gross license, plus sustaining fee, the industry would have been called upon under the new ASCAP formula to pay some $6,500,000 on the same income for that year. Projecting the same figures for 1941, and basing them on a $5,000,000 tribute to ASCAP under the present arrangement, it is concluded that the proposed plan would bring to ASCAP something like $8,500,000, which represents about a 70% overall increase.

### Miller Spurned

From NAB President Neville Miller and from the executive committee of Independent Radio Network Affiliates came pleas for a united front. While the major networks have refrained from formal comment and have referred all inquiries to BMI, it was readily apparent that they proposed to fight the ASCAP demands down the line. With a membership of some 380 stations, including network-managed and operated stations in BMI, the intention now is to put everything behind the industry-owned music company in an effort to have it supplying stations and networks with performable music in sufficient volume to make capitulation to ASCAP unnecessary when the year ends.

The clearance-at-the-source stipulation in the ASCAP contract caused some consternation, though it had been expected. The industry, at the last half-dozen NAB conventions, has gone on record in favor of both clearance at the source—but along with a "per-program" method of royalty payment—under which ASCAP would be compensated only for such programs as networks or stations use which employed its music. ASCAP, in its notice to the industry, dismissed the "per-program" basis with the assertion that after an exhaustive analysis it found it was "uneconomical and unscientific to adopt the same". But on behalf of the industry it was pointed out that ASCAP had held no conversations with the Copyright Negotiating Committee of the NAB in this connection. As a matter of fact, it had in effect refused to deal with NAB President Miller on a new contract arrangement.

Observers saw in the ASCAP tactics reenactment of what transpired in previous years. The refusal to deal with the NAB, plus an incident which developed at the ASCAP-industry session, when Edward Klauber, executive vice-president of CBS, walked out, indicated that stormy days are ahead in ASCAP-industry dealings.

### ASCAP's Proposition

ASCAP's proposition, in brief, was that some 300 stations, with gross business in the neighborhood of $50,000 or less, pay only 3% on their net income after agency and certain other industry-wide deductions, along with a sustaining fee of only $1 per month. This, based on rough estimates calculated on 1937 industry figures, might result in a saving of about $180,000 for those stations.

For the second "intermediate" group, which ASCAP described as independents and otherwise, it was difficult to peg them for classification. It was thought, however, that this group probably would include stations doing gross business of $50,000 to $250,000 per year, utilizing the brackets employed by the FCC in its breakdown of 1937 business, which appeared to be the statistical basis for ASCAP's computations. If that is the case, some 227 stations might be affected. Us-



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ing the FCC gross figures and taking into account that ASCAP proposes to tax them 4% of their "net" receipts along with a reduction of 25% in sustaining fees, it was concluded that they would get a reduction, over-all, amounting to possibly $375,000.

In the third classification, made up of large stations, network-affiliated and which "make substantial profits", ASCAP proposed to retain the 5% basis, along with the present sustaining fee. Based on the 1937 calculations, and taking into account that most of the newspaper-owned stations, which have had preferential contracts, would be forced to bear increases, it is estimated that payments of some 71 stations in this category (more than $250,000 per year) probably would approximate royalties under the present formula even when clearance at the source is taken into account.

In all these rough computations, there is not taken into account possible readjustments of network arrangements with affiliates. Moreover, ASCAP stated that stations in the 4% and 5% categories would be in a position to recoup the payment of their sustaining fees after the "license fee paid reaches a certain amount." No clue as to what that amount would be was given.

In the case of the networks, together with their managed and operated stations, 1937 figures indicate that they paid something like $820,000 to ASCAP. Key stations have paid substantially higher sustaining fees than other stations of like power but the networks as such have paid no fees. Again, based entirely on 1937 calculations and using the proposed 7½% demand of ASCAP, it is concluded that networks, major as well as the more important regionals, would be called upon to pay something like an increase of $3,250,000 over the present formula figure.

### Hedges' Letter to Affiliates

William S. Hedges, NBC vice-president, wrote all NBC affiliates March 26 that they study the ASCAP plan for the effect it will have upon them "in the absence of any agreement between ASCAP and the networks". Branding the plan as placing an "inordinately excessive" burden on the industry, he said, "This huge increase would have to come out of the pockets of the broadcasters and their advertising clients". He added that NBC is not opposed to clearance at the source "providing it can be done on a basis which is legally feasible and economically sound". He called the plan unconscionably burdensome.

Saying ASCAP obviously desires to accomplish a split in the industry, he declared NBC is prepared to assume its proper burden and is willing to join with other industry elements to negotiate to that end. He cited BMI as the answer, saying NBC already pledged $250,000 toward its fund.

The Klauber walkout incident was a surprise. It was seen as the harbinger of a bitter-end fight, insofar as that network is concerned.

At the March 21 meeting called by ASCAP's general manager, John G. Paine, there were present seven representatives of ASCAP and 12 for the broadcasting industry. NAB President Miller was not invited. After Mr. Paine had read the ASCAP proposition, Mr. Klauber it is reported, asserted that the NAB would take care of CBS' music affairs and then simply walked out.

### Paine Writes to Paley

On the same day Mr. Paine wrote CBS President Paley, accusing Mr. Klauber of discourteous conduct and asked that in the future CBS be represented by some person other than the executive vice-president. In his letter, Mr. Paine said that after the meeting got under way, he read the prepared statement giving the details of the plan and then invited discussion.

"Without any further ado," wrote the ASCAP official, "Mr. Klauber arose and after delivering himself a few mumbled remarks, indistinct and unclear, peremptorily left the room. The committee feels that this man's conduct was unbecoming a gentleman and completely discourteous and certainly an abuse of the invitation extended to your company. We are certainly reluctant to believe that this discourtesy reflects in any degree the spirit of your company."

Mr. Paine concluded that he would be "personally grateful" if CBS will be represented "by some person other than Klauber in any future discussions between us." He said it was the first letter of this nature that had been written in 25 years of ASCAP's existence.

Coming stoutly to Mr. Klauber's defense, Mr. Paley wrote the ASCAP general manager the following day that he had known his executive vice-president for many years and knew "that it is impossible for him to behave in the manner interpreted by you in your letter."

### Has Full Power

Declaring he had heard accounts of the meeting not only from Mr. Klauber but from Joseph Ream, CBS counsel, he retorted to Mr. Paine:

"I am amazed that you should write such a letter or try to tell one of your largest customers who shall or shall not be delegated to have business dealings with you. Mr. Klauber was very much disturbed at the obvious attempt to eliminate the NAB from the discussions with you, and stated clearly that so far as his company was concerned, your proposals would be referred to the Negotiating Committee of the NAB. I am heartily in accord with the determination to resist all attempts to split our industry into hostile camps.

"Mr. Klauber, as executive vice president of this company, has complete charge of such business matters as may arise between your Society and this company. If at any time he chooses to delegate this function to someone else, that is wholly a matter for his own decision."

Present at the March 21 session were Lenox Lohr, president, and Niles Trammell, executive vice-president, for NBC; Alfred J. McCosker, president of WOR and chairman of the board of Mutual; Julius F. Seebach, vice-president of WOR; Fred Weber, general manager of MBS; E. M. Antrim, secretary of WGN and MBS; Messrs. Klauber and Ream for CBS; Walter J. Damm, general manager of WTMJ, Milwaukee; William Weisman, vice-president and counsel for WMCA, New York; P. W. Morency, general manager of WTIC, Hartford, and Clair R. McCollough, general manager of Mason-Dixon Group.

Present for ASCAP were Mr. Paine; Walter Fischer; Irving Caesar; Oscar Hammerstein II; Herman Starr, Warner Bros. executive; Charles Schwartz, ASCAP general counsel, and Herman Finkelstein, ASCAP attorney. Strangely absent was E. C. Mills, chairman of the ASCAP Administrative Committee, who had carried on all previous contractual negotiations. President Gene Buck was in Arizona.

### Miller's Statement

Following the ASCAP session and the snubbing of NAB, President Miller made public a statement in which he berated the ASCAP demands. Asserting that a 100% increase was sought, he said the demand was made in spite of the fact that the broadcasting industry pays five times as much money into ASCAP as any other industry and represents over two-thirds of ASCAP's total revenue. He added:

"Although most of ASCAP's

Drawn for BROADCASTING by Sid Hix

*"Honey, Aren't You Taking the 'Bucket O' Kale' Program Too Seriously?"*

## *Song Writers Welcome BMI as Member But Caesar Decries Industry Motives*

BROADCAST MUSIC Inc. was welcomed as an addition to the music publishing industry by Irving Caesar, president of the Songwriters Protective Assn., in an address March 26 to the SPA membership at the organization's annual meeting in the Hotel Astor, New York. Though he decried the motives of the broadcasting industry in endeavoring to set up its own source of music instead of continuing to rely on ASCAP's "great reservoir of the best of American music", he said that any SPA member was free to write for BMI so long as the new publishing company accepted the standard SPA contract conditions.

In answer to a question Mr. Caesar said although it is possible that in BMI the broadcasters intend to set up their own licensing agency in competition to ASCAP, there are already other licensing groups in existence and SPA is not bound to any of them but is organized solely to protect songwriters in their dealings with publishers. He pointed out, however, that a writer assigning his rights to BMI cannot also assign them to ASCAP, or vice versa.

Stating he was a member of ASCAP's radio committee, Mr. Caesar said that he nevertheless did not agree with all their actions. In his opinion, he declared, only the right to use music on sustaining programs should be sold to the broadcasters, and the writers and publishers should deal directly with the sponsors of commercial programs in allowing their music to be broadcast under sponsorship. But the broadcasters do not want that, he stated, as they prefer the blanket arrangement that enables them to act as middlemen and to sell "package shows" to the advertisers.

"ASCAP has no fight with the advertiser," he said. "He pays and pays well. If the broadcasters don't like the ASCAP charges, let them step aside and we'll deal directly with the advertisers. They don't want something for nothing."

The new ASCAP plan, Mr. Caesar averred, will correct a serious abuse in the current contract. The 5% payment from the sale of time, he said, has turned out to be only 1½%, since the networks sell their affiliates to an advertiser at card rates but pass along to these affiliates only 25% to 30% of card rates, so that when ASCAP came to collect its 5% from the stations it found it was getting only 5% of 30%, or 1½%, of what the advertiser paid the networks. But from now on, he said, ASCAP will clear at the source and the network will pay on the whole amount and the station will pay nothing for network programs.

statement talks about the alleviation of certain abuses which ASCAP itself admits exist in its present licensing system, when the camouflage is stripped away the proposal boils down to a demand that the broadcasting industry should double its payments for the radio performing rights in the compositions controlled by ASCAP's publisher and composer members.

"ASCAP's demand was put forward without previous negotiation with broadcasters and after a refusal to meet with the Negotiating Committee appointed by the NAB. Although ASCAP attempts to divide the broadcasting industry by making concessions to certain groups, the total amount of the reductions which it suggests is inconsiderable compared to the total amount involved.

"Moreover, ASCAP's new plan perpetuates the major abuse about which broadcasters have always complained, and requires broadcasters to pay to ASCAP a percentage of all broadcasting revenue, even that obtained for programs which do not utilize ASCAP music, such as news broadcasts, sports events and programs of classical music. The broadcasting industry will be unified in resisting demands, the effect of which would be to impose charges wholly destructive of the American system of broadcasting.

"ASCAP is again attempting to take advantage of its monopoly of popular music to impose an unfair method and rate of payment upon broadcasters, but ASCAP has this time overreached itself and has made demands which the broadcasting industry must resist as a matter of life and death.

"These demands will strengthen Broadcast Music Inc., the organization recently created by the broadcasting industry to foster new creative talent by increasing the already widespread support of its aims."

### Rosenbaum's Letter

In behalf of IRNA, acting for all network affiliates, its executive committee March 23 sent to all of the some 350 affiliated stations a plea and a warning. Authored by Chairman Samuel R. Rosenbaum, WFIL, Philadelphia, the notice said that the evident object of ASCAP is now, as it was before, to split and separate the industry by offering "painted candy to the little fellows."

The whole proposition was described as a "composition for male chorus to the tune of 'Soak the Networks' in the hope everybody will join in." Asserting that affiliates have no intention of pulling chestnuts out of the fire for the networks, IRNA said that common sense dictates that affiliates are part of the networks and there is a point at which network operation becomes unprofitable.

"If it does", he said, "the network system of broadcasting, as we know it, will become a thing of the past and we know that if that happens we will all be the losers."

Pointing out that acceptability of ASCAP's offer to affiliates is entirely dependent upon its acceptance by the networks, IRNA stated that independent non-network stations also should view it with caution. The basic reason all affiliates are holding out for "clearance at the source", the notice said, is that network programs contain all the popular numbers and many operators feel they can operate locally without ASCAP music as long as the networks continue to feed them. Insofar as the independents are concerned, it was stated the popular network programs which promote popularity for music establish audience for independents who operate largely with recordings and transcriptions. They, it was said, "would find ASCAP tunes falling upon deaf ears in their own localities unless the networks were making them familiar and popular."

It is common sense, IRNA added, that anyone who accepts or signs up the ASCAP proposition in its present form without knowing what the networks will do "is buying a pig in a poke". IRNA cautioned that if the networks accepted the ASCAP deal it should be expected that they would try to find a way to "back-charge" against the affiliates the extra cost at the source. Beyond that it said that the ASCAP position perpetuates a tax on gross receipts of every station and shuts out the possibility of paying only on programs or for music as used.

### Argument for BMI

As an alternative, IRNA pointed to Broadcast Music. ASCAP published its terms for a new deal now instead of December in order to discourage the growth of BMI, it was contended. "Now, if ever, is the time for the broadcasting industry to stand together and act as a unit," it was stated. IRNA's advice was "Don't get up a high blood pressure over the ASCAP proposition. It is to your advantage to stand by BMI."

IRNA's estimate of ASCAP demands was that it seeks a 50% increase, or about $2,500,000 additional, based on 1940 returns. "Probably it is perfectly human for ASCAP to try to add 50% to its take in one year," IRNA stated. "If it is strong enough to succeed, that will only mean we are weak enough to let it. If we are, it is our own fault and we deserve no sympathy."

With ASCAP President Buck and his board prepared to start negotiations about April 15 to formulate the new contracts, many group huddles were in progress among broadcasters. That the preponderant opinion in the industry was to hold together and to avoid haste, was apparent. Moreover, it appeared evident that not only the networks but many formidable groups would rally behind BMI. At a meeting March 22, BMI elected Merritt E. Tompkins as vice-president in addition to his duties as general manager. While no statement was forthcoming, it was indicated BMI is negotiating for the acquisition of several catalogs regarded as basic, which might go a long way toward filling the industry's requirements should a break finally result with ASCAP.

### Different Kinds of Nets

ASCAP general manager Paine was asked by BROADCASTING how much he believed the Society would receive under the proposed plan. He said the amount could not be estimated now because it is impossible to figure the revenue to be derived from network broadcasts. Defining a network program as one originated by one station and rebroadcast on one or more additional stations, he said that each such broadcast must be cleared at the source and covered by a network contract with ASCAP for which varying rates will be charged according to the type of network.

"ASCAP," he stated, "reserves the right to distinguish between networks the same as it does between individual stations, and all rates will be worked out in accordance to the competitive situation." Taking the Michigan Network as an example, he said this group was designed to compete with individual high-powered Detroit stations and that its ASCAP rate would prob-

(*Continued on page 97*)

## Terms Offered in Latest ASCAP License Proposal . . .

THE SOCIETY recognizes in its licensing program four distinct and separate groups within the radio industry.

1. The small independent station whose annual gross is in the neighborhood of $50,000 or less.

2. An intermediate group of stations independent and otherwise, each of which by virtue of location, type of program, service to the community, general radio policy, and amount of business done is in a different category from the small station.

3. The large station which by affiliation, by prestige, by virtue of location and territory it serves has an opportunity to make substantial profits out of its business.

4. The chain which does not operate any radio station as such (it may own stations, it may have a controlling interest in stations), but its primary business is not the operation of a station but the sale of advertising, "time on the air," and supply of programs, commonly known as "networks".

### License Provisions

The license will contain the following:

1. Limited to non-visual broadcasting (television is excluded).

2. Network programs must be cleared at the source.

3. Radio stations are divided into three groups, paying license fees of 3%, 4% and 5% respectively.

4. The percentages paid by licensees are computed upon the gross amount paid by the advertiser for use of the station's broadcasting facilities with only the following deductions permitted:

(a) 15% agency discount, if actually paid.

(b) Amounts received from political broadcasts, from religious broadcasts where the amount paid is solely in payment for cost of lines, wire charges, etc.

(c) Certain costs of artists especially employed for a particular program and certain costs for news programs, athletic events and similar events, provided that the minimum sum allocated to percentage must not be less than the highest rate charged for a similar period of time over licensee's station.

(d) Amounts received from network for re-broadcasting programs which have been cleared at the source.

5. The sustaining fee of stations in the 3% group is made nominal ($12 per year). The amounts to be charged as sustaining fees to the 4% class will be approximately 25% less than presently charged. The sustaining fees for the 5% class are about the same as presently charged. Stations in the 4% and 5% groups are given an opportunity to recoup the payment of the sustaining fee after the license paid reaches a certain amount.

### Network Contract

6. There is a separate contract for networks in which the network broadcaster agrees to clear all programs at the source and to pay 7½% of the amount received by it from advertisers. The license will permit the deductions from the gross which are enjoyed by the individual station and will contain the protective clauses for the Society that are required by it from the individual station. This rate may be reduced to 5% in the case of such network operations as are made necessary because of local conditions.

7. The license to individual stations does not give them the right to rebroadcast programs containing ASCAP compositions which have not been cleared at the source. If such programs are broadcast, the sum equal to 10% of the station's highest card rate for such a program is to be paid ASCAP in lieu of treating the broadcast as an infringement of copyright.

8. If a licensee having "a single station contract" engages in network broadcasting, such licensee and the Society will agree to enter into the Chain Broadcast License agreement.

9. The Society has the right to restrict not more than 1,000 compositions at any one time. Licensee has the right to cancel if on 60 days notice the number of compositions on the restricted list exceeds 1,000 and is not reduced to 1,000 or less during the 60-day period.

10. If anti-ASCAP laws are passed iny any State, which in the opinion of ASCAP impede or prevent the full performance of the license agreement, the Society may terminate the agreement as to the stations in such State.

11. The Society gives the licensee the same indemnity as in previous contracts.

12. The duration of the contract has not yet been decided. This will depend on the definite terms of the final agreement and the wishes of the broadcasters in the matter.

In the opinion of the Society this plan will bring substantially increased benefits to the radio broadcasting station. As heretofore each station will have available a large and varied reservoir of music assisting it to meet its primary purpose of serving the intimate needs of the locality in which it is situated. At the same time it will help to make the income of the Society from radio more nearly commensurate with the value of the Society's contribution to the radio industry.

## ASCAP at Colleges

ANOTHER facet of the ASCAP "goodwill tour" program is reflected in the lecture tour being made by S. Stephenson Smith, ASCAP educational counselor, to various club and college audiences over the country. Recently Prof. Smith addressed students of Colorado College, Colorado Springs, at a regular college convocation, speaking on "The Fire Arts in a Democracy". In addition to his lectures, he is reported to be making a first-hand inquiry into regional and campus activities in creative and interpretive arts. Previously several other ASCAP officials have made "goodwill appearances", speaking before civic and service clubs over the country.

# Highest Court Upholds Free Competition

## Business, Program Control Taken From FCC

By SOL TAISHOFF

ABSOLUTE POWER to license new broadcast stations, without regard for the economic injury which may be suffered by existing stations, was won by the FCC in the Supreme Court of the United States March 25 in a unanimous opinion which at the same time clearly strips the Commission of supervisory control of programs, business management or policy of broadcast stations.

In the most important ruling yet rendered by the highest tribunal in the dozen years that have elapsed since radio regulation began, the court sustained the Commission's contention that the "survival of the fittest" theory should prevail. In the same opinion, however, the court pegged the FCC as a sort of super-traffic cop of radio and pointed out that regulation of rates and charges and other measures which are necessary if free competition is to be permitted were specifically forbidden the FCC by Congress.

The court held that the broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment and financial ability to make good use of the assigned channel.

### Right of Appeal

While winning its main contention of unlimited competition, the FCC lost its argument that existing stations have no appealable interest and therefore cannot properly seek a review of the Commission's decision. To the contrary the court broadened the scope of appealable actions in deciding the so-called Sanders case, in which the new fundamental law was written.

Because of the wide scope of the opinion, the FCC did not regard it as a smashing victory. As a matter of fact, it was felt that many points remain to be clarified, and the view was expressed in some quarters that the industry "lost the battle but won the war".

The unanimous opinion was delivered by Associate Justice Owen J. Roberts. Associate Justice James C. McReynolds did not participate. The appeal was on certiorari by the FCC from the decision of the Court of Appeals for the District of Columbia which had reversed the Commission on the ground that its action in granting the application of the *Dubuque* (Ia.) *Telegraph-Herald* for a new station in that city was arbitrary and capricious, since WKBB, the existing station, had held that it would suffer ruinous competition and that the city could not support both stations.

The opinion, coming on the heels of the Supreme Court's ruling Jan. 29 in the so-called Pottsville case [BROADCASTING, Feb. 1], in which it gave the Commission a freer hand in dealing with applications for new stations and eliminated all questions of priority of filing, was seen as one which may have a far-reaching effect on future administration of broadcasting by the FCC. Like the Pottsville case, it was a victory for the philosophies espoused by William J. Dempsey, 34-year-old FCC general counsel, and his associate, William C. Koplovitz, assistant general counsel.

**See page 48 for comments by Washington radio attorneys on significance of Supreme Court decision.**

One immediate repercussion, it was thought, might be the wholesale filing of applications for new stations in major markets. Since the decision gives the FCC virtually unlimited authority to license new stations, it is expected that applicants will flock to the more important centers in the hope of acquiring licenses. The only limitation on the Commission's authority appears to be that of undue technical interference, though, as the opinion was phrased, existing licensees who feel they are aggrieved will have almost an automatic appeal to the lower court.

### Property Right Issue

The court went beyond the scope of the issue in the Sanders case and wrote new law which may be even more significant than the free competition issue. Justice Roberts said that the policy of the Act is clear that "no person is to have anything in the nature of a property right" as the result of the granting of a license. This appeared to negative a previous Supreme Court judgment that something in the nature of an expectancy of renewal existed. But the court even went beyond that and stated that licenses are limited to a maximum of three years' duration and "may be revoked and need not be renewed". It added that the channels presently occupied "remain free for a new assignment to another licensee in the interest of the listening public."

On this score, observers saw delegation to the Commission of far-reaching new powers transcending anything it has ever before possessed. This section of the dictum might be interpreted as meaning that the Commission can reallocate at will. This point was viewed as particularly timely, in the light of the impending revision of allocations under the Havana Treaty, in which all stations above 720 kc. are slated for changed assignments. Whereas it has generally been accepted that this reallocation would be virtually automatic as provided under the treaty terms, the so-called rigid regulation majority of the Commission might use the new Supreme Court ruling as a basis for something far more drastic. This has been rumored around the Commission but hardly above a whisper.

Moreover, the long-awaited Network Monopoly Report may conceivably fit into the Commission's future operations in the light of this phase of the Supreme Court rulings. With a strong anti-network sentiment existing in some Commission quarters, it would not surprise close observers to see the epochal Supreme Court opinion used as a basis for changes in the broadcast structure on a wide scale. Multiple ownership of stations, by networks and other non-network groups, particularly in the same cities, has been under fire within the Commission for some time.

### Capital Reactions

Reactions among Washington radio counsel and broadcast observers were varied in analyzing the opinion. Some viewed it as a distinct victory for the American system of broadcasting, since it clearly establishes radio as a non-public utility, reaffirms the Congressional mandate against rate regulation, and specifically alludes to the fact that the Commission has nothing to do with programs, business management or policy of stations. Moreover, they pointed out that the liberal interpretation of the appellate provisions means aggrieved broadcasters are assured of a day in court and that, by the same token, the Commission's iron-clad policy of preventing interventions in proceedings is opened.

Others, however, found the opinion disquieting because of the feeling that the Commission can be judged only by its past actions. They foresee that it can license new stations without regard to public interest considerations though the court pointed out that the Commission should not entirely disregard the question of competition. Moreover, they found in the conclusion that the Commission can revoke or refuse to renew a license at any time—a weapon it might use with devastating effect.

Practically all observers felt that by virtue of the Supreme Court ruling the Commission must forego its forays into programs, station policies and fiscal operations. Such things as voluminous questionnaires invading innermost phases of station operation, inquiries into programs whatever their nature (unless they are obscene, profane or indecent) and certain other FCC activities presumably would go by the boards, under these interpretations. Whether the Commission will follow that course, or devise some way of continuing the practices, remained conjectural.

### Plan New Appeal

On the heels of its technical victories in both the Pottsville and Sanders cases, the Dempsey-Koplovitz team was preparing March 28 to seek a Supreme Court review of a third basic issue, embracing the question whether the lower court

(*Continued on page 58*)

### Excerpts from the Supreme Court Decision

THE ACT contains no express command that in passing upon an application the Commission must consider the effect of competition with an existing station.

The Act does not essay to regulate the business of the licensee. The Commission is given no supervisory control of the programs, of business management or of policy.

The broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assigned channel.

No person is to have anything in the nature of a property right as a result of the granting of a license.

Licenses are limited to a maximum of three years' duration, may be revoked, and need not be renewed. Thus the channels presently occupied remain free for new assignment to another licensee in the interest of the listening public.

Economic injury to an existing station is not a separate and independent element to be taken into consideration by the Commission in determining whether it shall grant or withhold a license.

It does not follow that, because the licensee of a station cannot resist the grant of a license to another, on the ground that the resulting competition may work economic injury to him, he has no standing to appeal from an order of the Commission granting the application.

### 'Survival' Theory Upheld

WILLIAM J. DEMPSEY

# After the Supreme Court Victory, What? — *An Editorial*

IT'S THE "survival of the fittest" henceforth. The U. S. Supreme Court has held that the FCC can license stations indiscriminately, insofar as competition with existing licensees is concerned, so long as the public interest is served. A licensee, to use the court's language, will "survive or succumb according to his ability to make his programs attractive to the public".

While many broadcasters may not like the opinion, it may prove a blessing, depending upon its administration by the FCC. In holding that free competition should prevail, the court at the same time restated unequivocally that broadcasting is not a public utility and cannot be subjected to rate regulation. More than that, it stated without mincing words that the Commission is given no supervisory control of programs, business management or station policy.

From that standpoint, the decision can only be viewed as a victory for the American system of broadcasting. It means that the FCC itself must mend its ways. The court has ruled that scrutiny of programs, unnecessary snooping into fiscal operation of stations, voluminous questionnaires seeking information on profits, losses, salaries, nepotism, and other operations of stations are no concern of the licensing authority.

A good station, well-managed, does not fear legitimate competition. But broadcasters have had ample reason to dread the kind of regulatory tactics indulged in by the FCC. The Supreme Court's opinion spells out the limitations of the FCC's authority over broadcasting. If the Commission adheres to the letter and the intent of what henceforth will be known as the Dubuque case, many of broadcasters' worries will be over. The court admonished the FCC not to disregard competition where both the new and the existing station might "go under" or where the public might be deprived of service. That is a safety valve which, it is to be hoped, the Commission will observe.

Should the FCC flout the new opinion and continue its rampages into programs, as well as figuratively search the file cabinets of stations, it seems to us recourse can be taken to the court under the new law. It is true that the Supreme Court's ruling, except for the technical right of appeal by licensees (which the court broadens) follows closely the philosophy of the FCC's general counsel, William J. Dempsey. For him it is a brilliant victory. But it is also true that while the Law Department espoused the "free competition" theory, with "traffic cop" duties as a primary FCC function, the Commission itself has followed an unbridled course of regulation of anything and everything it pleases to take within purview.

Thus it becomes a question of man-power and follow-through. If the FCC adheres to the letter of the Supreme Court ruling and contents itself with technical regulation, all should be well. But if, as many suspect it intends, it persists in traveling in its present groove, the only anwer will be new court tests and new legislation. "Survival of the fittest" is a laudatory democratic principle just so long as it isn't used as a device to hamstring the very service Congress intended to provide—public service.

# Full Text of The Supreme Court's Decision in 'Economic Injury' Case

Mr. Justice ROBERTS delivered the opinion of the Court.

We took this case to resolve important issues of substance and procedure arising under the Communications Act of 1934, as amended.[1]

Jan. 20, 1936, the *Telegraph Herald*, a newspaper published in Dubuque, Ia., filed with the petitioner an application for a construction permit to erect a broadcasting station in that city. May 14, 1936, the respondent, who had for some years held a broadcasting license for, and had operated, Station WKBB at East Dubuque, Ill., directly across the Mississippi River from Dubuque, Ia., applied for a permit to move its transmitter and studios to the last named city and to install its station there.

Aug. 18, 1936, respondent asked leave to intervene in the *Telegraph Herald* proceeding, alleging in its petition, *inter alia*, that there was an insufficiency of advertising revenue to support an additional station in Dubuque and insufficient talent to furnish programs for an additional station; that adequate service was being rendered to the community by Station WKBB and there was no need for any additional radio outlet in Dubuque and that the granting of the *Telegraph Herald* application would not serve the public interest, convenience, and necessity. Intervention was permitted and both applications were set for consolidated hearing.

### Examiner Favored Denial

The respondent and the *Telegraph Herald* offered evidence in support of their respective applications. The respondent's proof showed that its station had operated at a loss; that the area proposed to be served by the *Telegraph Herald* was substantially the same as that served by the respondent and that, of the advertisers relied on to support the *Telegraph Herald* station, more than half had used the respondent's station for advertising.

An examiner reported that the application of the *Telegraph Herald* should be denied and that of the respondent granted. On exceptions of the *Telegraph Herald*, and after oral argument, the broadcasting division of petitioner made an order granting both applications, reciting that "public interest, convenience, and necessity would be served" by such action. The division promulgated a statement of the facts and of the grounds of decision, reciting that both applicants were legally, technically, and financially qualified to undertake the proposed construction and operation; that there was need in Dubuque and the surrounding territory for the services of both stations, and that no question of electrical interference between the two stations was involved.

A rehearing was denied and respondent appealed to the Court of Appeals for the District of Columbia. That court entertained the appeal and held that one of the issues which the Commission should have tried was that of alleged economic injury to the respondent's station by the establishment of an additional station and that the Commission had erred in failing to make findings on that issue. It decided that, in the absence of such findings, the Commission's action in granting the *Telegraph Herald* permit must be set aside as arbitrary and capricious.[2]

### Economic Injury

The petitioner's contentions are that under the Communications Act economic injury to a competitor is not a ground for refusing a broadcasting license and that, since this is so, the respondent was not a person aggrieved, or whose interests were adversely affected, by the Commission's action, within the meaning of Section 402(b) of the Act which authorizes appeals from the Commission's orders.

The respondent asserts that the petitioner in argument below contented itself with the contention that the respondent had failed to produce evidence requiring a finding of probable economic injury to it. It is consequently insisted that the petitioner is not in a position here to defend its failure to make such findings on the ground that it is not required by the Act to consider any such issue. By its petition for rehearing in the court below, the Commission made clear its position as now advanced. The decision of the court below, and the challenge made in petition for rehearing and here by the Commission, raise a fundamental question as to the function and powers of the Commission and we think that, on the record it is open here.

*First.* We hold that resulting economic injury to a rival station is not in and of itself, and apart from considerations of public convenience, interest, or necessity, an element the petitioner must weigh and as to which it must make findings in passing on an application for a broadcasting license.

§ 307(a) of the Communications Act directs that "the Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, shall grant to any applicant therefor a station license provided for by this Act." This mandate is given meaning and contour by the other provisions of the statute and the subject matter with which it deals.[3] The Act contains no express command that in passing upon an application the Commission must consider the effect of competition with an existing station. Whether the Commission should consider the subject must depend upon the purpose of the Act and the specific provisions intended to effectuate that purpose.

The genesis of the Communications Act and the necessity for the adoption of some such regulatory measure is a matter of history. The number of available radio frequencies is limited. The attempt by a broadcaster to use a given frequency in disregard of its prior use by others, thus creating confusion and interference, deprives the public of the full benefit of radio audition. Unless Congress had exercised its power over interstate commerce to bring about allocation of available frequencies and to regulate the employment of transmission equipment the result would have been an impairment of the effective use of these facilities by anyone. The fundamental purpose of Congress in respect of broadcasting was the allocation and regulation of the use of radio frequencies by prohibiting such use except under license.

### Not a Common Carrier

In contradistinction to communication by telephone and telegraph, which the Communications Act recognizes as a common carrier activity and regulates accordingly in analogy to the regulation of rail and other carriers by the Interstate Commerce Commission,[4] the Act recognizes that broadcasters are not common carriers and are not to be dealt with as such.[5] Thus the Act recognizes that the field of broadcasting is one of free competition. The sections dealing with broadcasting demonstrate that Congress has not, in its regulatory scheme, abandoned the principle of free competition, as it has done in the case of railroads,[6] in respect of which regulation involves the suppression of wasteful practices due to competition, the regulation of rates and charges, and other measures which are unnecessary if free competition is to be permitted.

An important element of public interest and convenience affecting the issue of a license is the ability of the licensee to render the best practicable service to the community reached by his broadcasts. That such ability may be assured the Act contemplates inquiry by the Commission, *inter alia*, into an applicant's financial qualifications to operate the proposed station.[7]

### Open to Anyone

But the Act does not essay to regulate the business of the licensee. The Commission is given no supervisory control of the programs, of business management or of policy. In short, the broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assigned channel.

The policy of the Act is clear that no person is to have anything in the nature of a property right as a result of the granting of a license. Licenses are limited to a maximum of three years' duration, may be revoked, and need not be renewed. Thus the channels presently occupied remain free for a new assignment to another licensee in the interest of the listening public.

Plainly it is not the purpose of the Act to protect a licensee against competition but to protect the public. Congress intended to leave competition in the business of broadcasting where it found it, to permit a licensee who was not interfering electrically with other

(*Continued on page 62*)

[1] Act of June 19, 1934, c. 652, 48 Stat. 1064; Act of June 5, 1936, c. 511, 49 Stat. 1475; Act of May 20, 1937, c. 229, 50 Stat. 189, 47 U. S. C. 151, *et seq.*

[2] Sanders Brothers Radio Station *v.* Federal Communications Commission, 106 F. (2d) 321.

[3] Radio Commission *v.* Nelson Bros. Co., 289 U. S. 266, 285.

[4] See Title II, §§ 201-221, 47 U. S. C. §§ 201-221.

[5] See § 3 (h), 47 U. S. C. § 153(h).

[6] Compare Texas & Pacific Ry. *v.* Gulf, etc. Ry., 270 U. S. 266, 277; Chicago Junction Case, 264 U. S. 258.

[7] See § 308(b), 47 U. S. C. § 308(b).



XUM

# Spence Resigning From NAB Post

### C. E. Arney Is Named as Neville Miller's Assistant

WITH the long-expected resignation of Edwin M. Spence as secretary-treasurer of the NAB, President Neville Miller announced appointment of C. E. Arney Jr., public relations director of KMO-KJR, Seattle, to the newly-created post of assistant to the president. It is expected Mr. Arney also will be appointed secretary-treasurer at the next meeting of the NAB board.

Mr. Spence

Mr. Spence, whose resignation becomes effective May 1, has been on the executive staff of the NAB since its reorganization two years ago. A veteran broadcaster, he was one of the oldest members of the NAB and had served for several years as a member of its board and as its vice-president in 1930-1931. He has been chairman of the annual convention committee for the last 14 years.

**Seeks New Station**

Interested in other broadcast activities, Mr. Spence is associated with Capital Broadcasting Co., which recently filed an application for a new local station in Washington. It is understood he desired to pursue this application and engage in other activities. His associates in the Washington station venture are Stanley Horner and Dyke Cummum, well-known Washington business men. Mr. Spence would become general manager of the station.

Mr. Arney, who is 49, was to leave Seattle April 1 and report to NAB headquarters about April 15. Under instructions from Mr. Miller he is to visit Portland, San Francisco, Los Angeles, Salt Lake City, Denver, Kansas City, Chicago and other cities to contact stations prior to taking up his official duties here.

A lawyer, Mr. Arney was graduated from Washington State U in 1915 and spent the next three years in the Attorney General's office in Washington. He returned to the Northwest where he engaged in associate work with various organizations until 1932. At that time he became editorial commentator and reporter at KOL, Seattle, and afterward engaged in numerous radio activities and conducted programs from Olympia on legislative activities. He has been public relations director of KOMO-KJR for several years. He is the father of twin daughters.

## Cigar Participations

WEBSTER-EISENLOHR, New York, on April 1 will start a spring campaign for Henrietta and Cinco cigars using six-weekly participations on *Musical Clock* programs on KYW, Philadelphia, and 18 spots weekly on Tony Wakeman's *Sports Page of the Air* daily program on WOL, Washington. N. W. Ayer & Son, New York, handles the account.

THE international executive board of the American Communications Assn. has arranged for its fifth national convention, opening April 8 in the Hotel LaSalle, Chicago.

## CBS Aids Press

REPORTS of shortwave broadcasts from Europe are now given to press associations, newspapers and magazines by CBS, which started this service in March. The reports particularly cover governmental broadcasts over European stations. The new service is described as more rapid than any other available to publications and is frequently quoted in the news columns.

## Fagan Returns to CBS As Asst. Sales Manager

WILLIAM J. FAGAN, formerly business manager of the radio department of Benton & Bowles, New York, on April 1 rejoins the CBS network sales department as assistant sales manager, according to William C. Gittinger, CBS vice-president in charge of sales. Mr. Fagan had been with CBS from December 1929 to July 1937, first in the sales promotion department and later as sales service manager and account representative.

Mr. Fagan

Mr. Fagan will specialize in the development and extension of the service end of CBS operations, while Allyn Jay Marsh, recently appointed assistant sales manager, specializes in the solicitation of new business.

## 'Good Will Hour' to Blue

STERLING PRODUCTS Co., New York, on April 21 will transfer the Ironized Yeast *Good Will Hour*, which has been heard on MBS for the last two years, to an NBC-Blue network of about 50 stations Sundays, 10-11 p.m. The program also will be heard on WMCA, New York, at the same hour, that station having created the program and having continued to carry it with Mutual. Donald Flamm, president of WMCA, is at present in Hollywood negotiating with film companies for a motion picture to be based on the program. Ruthrauff & Ryan, New York, is the agency.

## Sterling Buys Cummer

STERLING PRODUCTS Co., New York, which recently purchased Ironized Yeast from J. G. Dodson Proprietaries, has bought from the Amster Bros. full rights to the Cummer Products Co., Bedford, O., which controls Energine products, Molle shaving cream and Kling dental powder. Reported price was $6,000,000. Cummer Products currently sponsors *Battle of the Sexes* for Molle on NBC-Red, and *What Would You Have Done?* for Energine on NBC-Blue. Stack-Goble Adv. Agency, Chicago, handles the Cummer account.

## Hamilton Watch Test

HAMILTON WATCH Co., Lancaster, Pa., on April 1 started 100 one-minute transcribed announcements on WOW, Omaha, and WHO, Des Moines. H. W. Kastor & Sons, Chicago, is agency.

## AP Meets on Radio

ANALYSIS of the replies of Associated Press members to the questionnaire on further commercialization of AP news on the air [BROADCASTING, March 15] has been postponed until the AP board of directors meets in New York April 17 to 19, preceding the annual membership meeting April 22. The radio question was to have been considered by the AP board's executive committee at a meeting late in March, but that meeting was canceled because of the loss of two members,—Frederick E. Murphy, *Minneapolis Times-Tribune*, who died Feb. 14, and Frank Gannett, who resigned from the AP board when he announced his candidacy for the presidential nomination.

# Congress Slates Two Radio Bills

### Administrative Court, Liquor Measure Due For Action

DESPITE a jam of general legislation crowding out most radio matters, a Congressional path appears to be opening for two legislative proposals directly affecting the broadcasting industry—the Johnson Bill (S-517) prohibiting the broadcast of alcoholic beverage advertising and the Logan-Walter Bill (HR-6324) for reorganizing administrative court procedure. Action on the latter measure the first week in April was predicted by House Rules Committee leaders and it is reported the measure has strong House backing.

When the Senate Judiciary Committee on March 25 reported out the controversial Wagner-Van Nuys anti-lynching bill, voting to put the measure in the Senate calendar, it opened the gate for the Johnson proposal. The anti-liquor advertising measure had been stymied in mid-February when Sen. Clark (D-Mo.) threatened to attach the anti-lynch bill as an amendment [BROADCASTING, March 1].

**Lynching Stymie**

Though it is still problematical when the anti-lynching measure may reach the floor of the Senate, its chances of coming up at this session are considered good, despite the certainty of a long filibuster by Southern Senators. In any event, Sen. Johnson (D-Col.) told BROADCASTING March 28, he will call up his measure for consideration as soon as the stymie is broken.

With the return of Chairman Bone (D-Wash.) of the Senate Patents Committee after a long absence due to a fractured hip, the committee on March 25 considered the Thomas Copyright Bill (S-3043) and decided to take no action. The measure was introduced early in the session, but committee consideration was postponed pending the arrival of Chairman Bone. The committee, in announcing its decision, explained that the proposal was too long and involved to be given consideration at this session. It was also pointed out that the matter would require extensive hearings, for which there would not be time in view of the prospects for an early adjournment.

Although the prospects for committee action on the Ditter Bill (HR-8509) continues problematical in the House, earlier action may come in the Senate on the companion measure (S-3515) introduced by Sen. Bailey (D-N.C.). The House Interstate & Foreign Commerce Committee is snowed under with other legislation, and it is not believed it will consider any radio legislation at this session. In connection with his proposal to amend the Communications Act of 1934 [BROADCASTING, March 1], Rep. Ditter is planning to make a nationwide broadcast in the near future on the subject of freedom of speech on the air.

HAPPY birthday to Ben Hadfield (center), dean of Yankee-Colonial announcers, was wished by staff members, who held a party in his honor. Cake and flowers were provided. Bill O'Connell (left), announcer, presented a gold wrist watch to Hadfield, who has been with the firm 15 years. The watch was inscribed "To Ben Hadfield from his friends of the Yankee Network, March 13, 1940". Cake was baked by Yankee's home economist, Gretchen McMullen.

## Mason-Dixon Stations To Join Mutual April 1

SIX STATIONS of the Mason-Dixon Radio Group, regional network of stations in the Pennsylvania-Delaware area, will join MBS on April 1, bring the total of Mutual affiliates to 130. Negotiations were completed April 28 by Fred Weber, general manager of MBS, and Clair R. McCollough, general manager of the Group.

Stations joining MBS are WILM, Wilmington; WGAL, Lancaster; WAZL, Hazelton; WKBO, Harrisburg; WEST, Easton; WORK, York. WDEL, Wilmington, is the only member of the Mason-Dixon group not joining MBS. Of the new affiliates, WGAL, WKBO and WORK are also affilaited with NBC as supplementary stations available with either the Red or Blue basic network. MBS is to broadcast a salute program to the Group April 1, originating in New York and Chicago.

WARNER BROTHERS, Hollywood motion picture producers, has bought the title rights to the NBC Sunday afternoon series *I Want a Divorce*, sponsored by Food & Beverage Broadcasters Assn., San Francisco. An original story will be written for a film starring Joan Blondell and Dick Powell.

LATEST of the several applicants for new stations in Miami and environs [BROADCASTING, March 1] is Leonard L. Abess, certified public accountant, seeking 250 watts on 1500 kc. in Miami Beach, contingent upon WKAT being granted its requested change in frequency.

# Baseball Sponsors to Use 100 Stations

## General Mills, Atlantic Refining Schedules Are Announced

AGAIN making baseball broadcasting a major part of its summer advertising for Wheaties, General Mills is sponsoring alone or in cooperation with other advertisers, play-by-play descriptions of the 1940 baseball season on more than 50 stations.

Atlantic Refining Co., Philadelphia, also will carry an active baseball schedule this season, including more than 2,300 major and minor league baseball games covering in whole or part of the games of 23 professional clubs. N. W. Ayer & Son, Philadelphia, is the Atlantic agency.

### 'Welcome Back' Campaign

General Mills, as in former years, will extensively merchandise its baseball broadcasts to the trade and public. First promotion activity is a "Welcome Back" campaign announcing the return of the baseball season, the home team and the broadcasts, in addition to display material in grocery stores, this initial campaign will entail special broadcasts and other ceremonies welcoming the teams home for another season. The Welcome Back drive will cover all cities in which games are to be broadcast.

This year for the first time General Mills and Procter & Gamble, co-sponsor of the Brooklyn Dodgers games on WOR, Newark, are broadcasting a full series of preseason games of the team, reconstructed in the studio from wire reports, as an audience-building stunt. Games of the Yankees and Giants, New York teams of the American and National Leagues respectively, are being exclusively sponsored by the R. J. Reynolds Tobacco Co. for Camel cigarettes on WABC, New York, so the Dodgers sponsors are using the pre-season games to get the metropolitan audience accustomed to listening to baseball on WOR. Last year General Mills, Procter & Gamble and Socony-Vacuum Oil Co. shared sponsorship of the Giants and Yankees broadcasts on WABC as well as the Dodgers contests on WOR and WHN, New York. Mel Allen will announce the WABC games.

General Mills lineup for this year, with a few more deals still in negotiation, includes three cities in which this company is sponsoring baseball broadcasts alone, 22 in which Sonony-Vacuum Oil Co. is co-sponsor, 12 with B. F. Goodrich Co. co-sponsoring, six with Atlantic Refining, two with Procter & Gamble Co., one with Coca-Cola Co., one with Sperry Flour Co. and six cities in which the co-sponsors are not set.

### Atlantic's Success

The Atlantic Refining baseball campaign is the largest since the firm started sports broadcasting in 1936, utilizing 48 stations from New England to Florida, with 25 play-by-play announcers handling games of three National, two American, five International, eight Eastern, three South Atlantic and two Piedmont league teams.

**COMPLETE schedules of General Mills and Atlantic Refining baseball games, with co-sponsors, names of announcers and stations will be found on page 95.**

Atlantic's advertising manager, Joseph R. Rollins, in announcing the campaign said sports broadcasting has been one of the most successful advertising promotions ever undertaken for his company.

Mr. Rollins

"This is the fifth year that we have sponsored broadcasts of the great American game of baseball," Mr. Rollins said. "In addition, we have also sponsored each fall an extensive and representative list of college football games. The returns from both baseball and football have been most impressive, both from the standpoint of sales and dealer enthusiasm. Last year, in fact, we had the greatest sales record in the history of the company and I am sure that a substantial share of the credit belongs to the interest and enthusiasm created by our broadcast advertising.

"Besides the commercial effectiveness of sports broadcasting, we know from the thousands of letters we receive each year that these broadcasts are also contributing to the happiness of many, who are unable, because of illness or other reasons, to go out and see the games themselves. We also know that these broadcasts have intensified interest in the games with the result that attendance in many parks has been consistently better than it was prior to the time that the daily games were put on the air."

In New England, a hookup of 15 stations will carry about 65 home games of the Boston Bees and Red Sox. All home games of the Athletics and Phillies will be heard on a special hook-up of 10 stations in Pennsylvania, New Jersey and Delaware.

The commercial announcements this year will deal extensively with results of the Florida Road Test, now being conducted by Atlantic over a 171-mile course between West Palm Beach and a point eight miles north of Okeechobee, Fla. To familiarize both play-by-play and commercial announcers with details of the test, the pre-season meeting of announcers will be held in West Palm Beach, April 11-13. Officials of Atlantic will be on hand to explain all phases of the tests which are being run under actual road conditions to obtain data on gasoline performance.

## Sterling, American Home To Place New Campaigns

AMERICAN HOME PRODUCTS Co. and Sterling Products are expected to announce additional radio advertising campaigns within the next few days. No details of the plans were forthcoming from Blackett-Sample-Hummert, agency for these accounts, but it is reported that a transcription campaign on the West Coast and an expansion of the present broadcasting on the Texas State Network from 1 to 1½ hours daily will be included in the announcement. These companies had approved expenditures of several million dollars last fall for programs on the proposed Transcontinental Broadcasting System but held in abeyance following the breakdown of negotiations between TBS and BSH.

## La Palina Cigar Test

CONGRESS CIGAR Co., New York, is testing one-minute musical transcriptions for La Palina cigars in three unannounced midwestern cities. If salesman and dealer reaction is favorable, the series will be expanded. Marschalk & Pratt, New York, is agency.

A FLYING trip to the West Coast by Ed Plaut (right), president of Lehn & Fink, set off fireworks for the Gracie Allen (center) for President campaign, which has reached nationwide proportions. George Burns (left) and Gracie have been touring the country and appearing as guests on other programs. Here Mr. Plaut gets his first taste of Gracie's oratory. Dick Marvin, Wm. Esty & Co. radio director, flew with Mr. Plaut.

## Squibb Abandons Plan For Washington Forum; Offered Other Sponsors

PUBLIC forum type of program tentatively scheduled to start soon on NBC under the sponsorship of E. R. Squibb & Sons [BROADCASTING, March 15], has been shelved, according to Cecil & Presbrey, New York, agency handling the Squibb account. Meanwhile, David Hale of the Henry Souvaine organization is working with Cecil & Presbrey in offering to other prospective sponsors a more or less revised edition of the Squibb *Calling Washington* program, which places more emphasis on listeners sending in questions on public events for discussion on the program. Titled *What Do You Think?*, the program would award cash prizes for questions used.

Thedore Granik, director of the *American Forum of the Air*, who conceived and originated the program, will act as moderator. Under consideration as regular members of the board of experts, with weekly guest stars, are Raymond Moley, Robert LaFollette, Gen. Hugh Johnson, John Gunther, Sullivan, Jay Franklin, Pierre Van Paassen and others.

Outhgrowth of the idea of the *American Forum on the Air* series, now heard sustaining Sunday evenings on MBS, a newspaper feature, *The American Forum*, is being syndicated by United Features Syndicate, adjunct of United Press. The newspaper like the radio feature is handled by Mr. Granik. The newspaper feature presents interview discussions of current problems with well-known public figures, as does the radio series, although each is a separate entity. The syndicated feature also includes a reader poll of opinions presented in the discussions.

## Three Stations Granted Better Facilities by FCC

KMJ, Fresno, Cal., operated by the McClatchy Newspapers, on March 29 was authorized by the FCC to increase its night power from 1,000 to 5,000 watts on its regional channel of 580 kc. The action was taken pursuant to the new allocation rules permitting 5,000-watt fulltime regionals where engineeringly feasible.

KWLK, Longview, Wash., was granted a modification of license to change its frequency from 780 to 1370 kc., and increase its hours from daytime to fulltime, using 250 watts. WSGN, Birmingham, was authorized to increase its power from 100 watts night and 250 day to 250 fulltime on 1310 kc., also pursuant to the new rules.

## Transformer Firm Tests

GENERAL TRANSFORMER Corp., Chicago, new to radio, has started a schedule of six-weekly tie-in announcements on WDZ, Tuscola, Ill., promoting its Porta-Power equipment which transforms battery sets to all-electric. Campaign will be expanded to other rural areas if test is successful according to Walter Zivi, account executive of Newby, Peron & Flitcraft, Chicago, the agency handling the account.

SEVEN-UP BOTTLING Co. will sponsor Taylor Grant in a series of *Dugout Interviews* on WCAU, Philadelphia.

# Havana Treaty Now Effective; FCC Drawing Up Reallocations

## Mexico Deposits Its Ratification Without Any Reservations; Border Stations Seem Doomed

THE HAVANA Treaty became an accomplished fact March 29 when Mexico formally filed with the Cuban Government its ratification of the North American Broadcasting Agreement, without reservations, thereby clearing the way for what is destined to become "the reallocation of 1940".

Word was received with satisfaction by the State Department March 29, after weeks of delay, that Mexico's Ambassador to Cuba, Ruben Romero, had deposited the ratification papers with the Havana Government, as the repository nation, and that the final essential act had been taken preliminary to the development of the North American reallocation.

The FCC was notified of the action at its broadcast meeting March 29 and its engineering department immediately was set to the task of completing all preliminary allocation lists for Commission action as quickly as possible. Because the engineering staff has been occupied with matters relating to both frequency modulation and television allocations during the last few weeks, work on preparation of the Havana lists had been delayed.

### May Take Several Weeks

It was expected, however, that the lists might be completed within several weeks. Necessary procedure will require detailed staff consideration and evolving of means to notify all stations of their new assignments at the time the lists are deposited, through the State Department, at Havana. FCC sanction, of course, is required and there is no forecasting what exigencies may be involved in final approval of the changeovers.

While the FCC has renewed all licenses of standard broadcast stations to expire as of Aug. 1, it was expected that because of the many variables involved this deadline could not be met. More than likely, it was thought, the date might be postponed until fall or toward the end of the year.

All of the nations parties to the Havana agreement, worked out in 1937, must submit their revised allocations to the Cuban Government before any final changeover steps can be made. It is naturally presumed there will be conflicts in allocations, and it is anticipated that an engineering conference on these will be held shortly after filing of their lists by Canada, Mexico, Cuba and the United States. With that accomplished, the nations can mutually agree upon an identical effective date, or time when all stations will assume their new assignments.

### End of Border Stations

While the treaty is designed to spell the swan song for Mexican border stations, such as those operated by Dr. John R. Brinkley and Norman T. Baker, recent visitors to the border report these operators have evinced no serious concern. It is reported that Dr. Brinkley in particular does not appear worried. As far as could be ascertained in official quarters, however, these stations must go off the air, or content themselves with regional or local assignments, as against their present high-power beamed operations aimed to serve American rather than Mexican listeners.

Precisely what procedure the FCC will follow in notifying stations of their new assignments remains to be worked out. Considerable sentiment exists, it is understood, for following the "show cause" procedure, under which stations would be advised of their new assignments and asked to show cause why they should not be made effective on whatever date the Commission sets for the allocation. The majority of the stations affected already know their new assignments, since they shift only from 10 to 40 kc. in the standard broadcast band. A score of others, however, largely daytime or time-sharing stations, do not know what their assignments will be and as a consequence must await the formal allocation order. All this presupposes that the FCC will authorize a "treaty allocation" and will not seek to bring about a far-reaching revamping of the brodacast band.

JAMES D. SHOUSE, vice-president of the Crosley Corp. in charge of its broadcasting stations, WLW and WSAI, Cincinnati, has been elected to the board of directors of the company, along with Raymond C. Cosgrove, recently named vice-president in charge of manufacturing. They were chosen at the annual stockholders meeting March 26. Mr. Shouse (right) is here shown being congratulated by Lewis Crosley, executive vice-president of the Crosley Corp.

THEY'RE from Missouri and they're showing the call-letter plates used by employes of the staffs of the *St. Louis Star-Times* stations. The plates are made of the same material, design and size as the Missouri auto tags and are helpful in driving through crowds to cover special events. Salesmen like their identification value. Oh yes, the names of these plate holders: Miss W9XOK, the one in plaid, is Receptionist Carleen Davis; Miss KFRU is Ruth Mahler, secretary to the program director; Miss KXOK is Ann Hastey, music librarian.

# *House Deletes Radio Education Fund; Studebaker May Ask Revival in Senate*

RADIO services of the Office of Education appeared likely to continue on an emergency rather than a permanent basis following action of the House Appropriations Committee in refusing an item of $40,000 earmarked for setting up a permanent staff for the radio activities of the agency. The item was offered in budget estimates for the Office of Education considered by an appropriations subcommittee Feb. 20, and on recommendation of the subcommittee was deleted by the full committee in the Federal Security Agency supply bill passed by the House March 28.

The proposition of setting up the Office of Education's radio department with a regular staff having civil service status, rather than operating substantially as an emergency project with relief funds, met pointed opposition from subcommittee members. The move was termed by Rep. Engel (R-Mich.) "the first step for the camel to get its nose out of the tent". It was also brought out that if the appropriations were made, the committee likely would be confronted with continually increasing appropriations for such activities.

Although the Office of Education made no statement about the House action in throwing out the proposal, it is believed U. S. Commissioner of Education John W. Studebaker will present the proposition to the Senate Appropriations Committee when the bill comes before that group. If the Senate bill included the item, the matter will be finally decided in conference. The measure probably will be brought before the Senate in a short time.

The subcommittee hearings, at which Commissioner Studebaker and William D. Boutwell, director of radio publications and exhibits of the Office of Education, testified, mirrored a Congressional reluctance to establish the unit on a permanent basis. Subcommittee members, led by Chairman Tarver (D-Ga.) questioned the "propriety" of conducting the agency's radio activities as "primarily a relief project" under auspices of the Office of Education, and pointed out that a point of order probably would be raised against the appropriation since the radio activities were not directly provided in the act creating the office.

In describing the functions of the radio service, Dr. Studebaker and Mr. Boutwell stated that its activities extended to the national networks and local stations, schools and colleges. In four years some 700 programs have been carried by NBC and CBS, he esimated, and the networks have donated about $3,500,000 worth of time.

### Mostly Relief Funds

While $278,799 in relief funds were made available for operations this year, the 1941 plan encompasses, in addition to the $40,000 requested as an outright appropriation, $200,000 from relief funds. Aside from $5,600 included in the departmental salary item of the Office of Education, covering the work of Mr. Boutwell, all other money made available to the radio department has come from relief funds, it was stated. This $5,600 item was to be included in the $40,000 appropriation, which would provide funds for a basic skeleton organization to engage in various types of work related to education by radio. Chairman Tarver questioned the reasoning of expecting a larger staff to increase the scope of the radio department's activities with less money, a total of $240,000 as against this year's $278,799.

Answering this query, Dr. Studebaker declared, "The real problem, that we might as well face frankly, is whether it is your judgment that we ought to begin now to create through regular civil-service procedures a small personnel to carry forward some of the activities in which we have been engaged for several years on emergency funds."

The subcommittee also took issue with the right of the Office of Education to carry its educational activities over State boundaries directly to the people. Maintaining that his agency does have this right, Dr. Studebaker pointed out that although the office is not "in the general textbook business", if it can write a document covering education and make it available to the general public, it also can broadcast similar material. "I think it is perfectly logical that we might, with the necessary adjustments as to form and technique, utilize another medium of communication in transmitting to people the same ideas that we would put in written documents," he declared.

## Big Ice Dealer Drive

NATIONAL ICE ADVERTISERS, Chicago, cooperative association of ice manufacturers and distributors, will sponsor a transcription series during the spring and summer on 80 stations. Discs, cut by NBC, will be titled *Time Out With Allen Prescott* and will be backed by other advertising and merchandising placed by local ice dealers. Forty-five stations will start the series the first week in April, ten the following week, with others added until the list is complete in late spring. Agency is Donahue & Coe, New York.

# FCC Renews Prize Contest Onslaught

## Five More Programs Are Sent Justice Dept. For Rulings

AGAIN SWINGING into action on programs construed as possible violation of the lottery laws, the FCC March 29 referred to the Department of Justice for scrutiny a new batch of five prize contest programs. Already pending before the Department by reference last Feb. 8 are the NBC *Pot o' Gold* program and a local bakery prize contest on a station in Texas. [BROADCASTING, Feb. 15].

The new citations are against programs broadcast over individual stations, ranging from locals to 50,000-watt outlets. Cited were *Mu$ico*, on WGN, Chicago; *Songo* on WIP, Philadelphia; *Especially for You*, on WFIL, Philadelphia; *Sears' Grab-Bag*, on WISE, Asheville; *Dixie Treasure Chest*, on KRLD, Dallas.

### Ruling in Illinois Case

The FCC, in referring these prize contests to the Department of Justice, seeks a ruling as to whether they violate Section 316 of the Communications Act which bans the broadcast of "any advertisement or information concerning any lottery, gift enterprise or similar scheme." It is known that in the case of one of the programs (*Mu$ico*) a Federal court already has held it does not violate lottery statutes [BROADCASTING Dec. 1, 1939]. In this case, Federal Judge Joseph E. Daly, of Peoria, in a test case brought by Clef Inc., owner of the program idea, held that the prize contests sponsored over WGN, Chicago, and WMBD, Peoria, did not violate any statutes or laws dealing with lottery.

This ruling was regarded as one which legally sanctioned prize contest programs of this character. The decree was made even stronger by the court several days following its judgment, when it added a provision that *Mu$ico* does not involve any consideration, directly or indirectly, from any participant and that the game is one of "skill and not a game of chance". The program had been sponsored over WMBD by Kroger Grocery & Baking Co.

In the case of *Pot o' Gold*, it was learned that the Post Office Department late last year advised the postmaster in St. Louis that newspapers carrying advertising on this program could be accepted under the second class rules. This was regarded as tantamount to a ruling that there was no violation of the lottery statutes insofar as the postal laws are concerned. Section 316 in the Communications Act was picked virtually bodily from the postal laws.

At the Department of Justice it was reported March 29 that staff attorneys were still working on the *Pot o' Gold* [NBC] and Mead's Bakery [KBST, Big Spring, Tex.] references from the FCC and soon would reach an opinion. The opinion will be given to the FCC and will not be made public by the Department. Attorneys have held that programs similar to *Pot o' Gold* do not contain an element of consideration, as the lottery laws are now construed, but it is conceivable that the Department, at the instance of the FCC, might deem it advisable to have a court test to see if a new decision would hold that a "consideration" is involved, since the recipient of an award, under certain circumstances, must be listening.

### Fly Critical

Whether or not the programs constitute a technical violation of the lottery statutes, Chairman James Lawrence Fly of the FCC has stated informally that he did not consider them as in the public interest, since in effect radio is in the position of "buying" its audience. He recently expressed that view to a group of broadcasters [see page 28].

In the new citations, the FCC did not issue temporary licenses to the stations, as was its former custom. Instead, by referring the matters to the Department, it circumvents a procedure against which there had been serious complaint. Presumably, should the Department hold the programs to be violations of the lottery laws, the FCC then would be in a position to take punitive action.

From New York came word that, despite the fact that the *Pot o' Gold* program has been referred to the Department, the Lewis-Howe Co., St. Louis (*Tums*), the sponsor, is considering a similar series on MBS. Executives of the sponsor company and of Stack-Goble Advertising Agency, in charge of the account, were said to be discussing the matter with MBS executives who were represented as reluctant to clear time for the program until an adjudication from Washington is procured. The new series is reported to have been tentatively titled *Rainbow's End*, and would follow closely the money award formula of *Pot o' Gold*. Meanwhile, WWJ, Detroit, is understood to have given NBC notice it will drop the program, following the examples of WFBR, Baltimore, and WDAF, Kansas City.

### Cited Programs Described

The FCC, in its announcement regarding the five program references to the Department of Justice, described them as follows in a press release March 29:

"*Mu$ico* [WGN] is sponsored by the National Tea Co., Chicago. Cards are supplied by National Food Stores and other sources. Each card has five rows of squares and five squares in each row. Names of songs are involved. To win a cash prize in this 'game' one must be lucky enough to get a card with the songs listed that are broadcast, must listen to the program broadcast, and must fill out or check the correct names of the songs or musical selections broadcast, and must be the first to telephone the answer to the radio station.

"*Songo* [WIP] has similar characteristics, employing cards furnished by the Nevins Drug Co., Philadelphia.

"In *Especially for You* [WFIL] a wheel is spun to determine from Philadelphia and suburban directories the person who is to be given a chance to win a Farnsworth radio. If the party selected has a telephone he is called. If he answers the phone and answers two questions satisfactorily he receives a radio. If he does not respond correctly, he is given two tickets to *Mystery History*, a network show.

"*Sears' Grab Bag* [WISE] involves a box of numbered slips of paper placed in front of the Sears' store in Asheville. The advertising manager of the store selects the numbers. If the holders of the numbers are in the broadcast audience they receive prizes. If they are not listening in the nearest numbers get the prizes.

"In the *Dixie Treasure Chest* [KRLD] program the announcer selects a number from the Dallas telephone directory. If the party called answers the telephone he or she is asked, 'What is the color of the border of the Dixie Margerine package?' If the party answers correctly, a prize of $50 is the stake."

**GROWTH OF** amateur radio is traced in a series of eight half-hour programs, *200 Meters & Down*, broadcast on WGAN, Portland, Me., in cooperation with the American Radio Relay League and the local amateur group. This rehearsal shot was taken just prior to the opening broadcast in mid-March. Standing (l to r) are Dick Bates, director, narrator and actor; Gwen Graves; Arthur Owens; Howard Stanley, writer and actor; Russell Dorr, Carl deSuze and Dorothy Beyer. Kneeling are Ken Woodbury, technical advisor, and Raymond Brown Jr.

# Inquiry Develops Ulmer Ownership

## First Texas Citations Heard; Others Slated for April

HEARINGS on five of the seven Texas station revocation citations, involving purported "hidden ownership" by Dr. J. G. Ulmer, of Tyler, Tex., were closed in Dallas March 21 by the FCC, after the pastor-broadcaster admitted that sworn reports he had made to the Commission were in error. Yet to be heard, probably in latter April, are citations for revocation against KAND, Corsicana, which was continued, and KGBI, Brownsville, cited March 22 in an order alleging an unauthorized transfer of management, control and operation.

The hearings began March 5 and were held through March 21 in Austin, Dallas, Tyler and again in Dallas [BROADCASTING March 15]. Testimony was completed in the cases of KTBC, Austin; KGKB, Tyler; KNET, Palestine; KRBA, Lufkin, and KSAM, Huntsville. Prosecution was handled by George B. Porter, FCC assistant general counsel, and Hugh B. Hutchison, FCC attorney, with DeQuincy V. Sutton, FCC head accountant, testifying in connection with financial and other fiscal factors. Commissioner George H. Payne presided.

Each of the five cases heard was closed individually and it is presumed proposed findings shortly will be issued by the Commission. In the light of the admissions of Dr. Ulmer and the testimony of other principals, it was thought drastic action would be recommended.

At the hearings in Tyler, Dr. Ulmer's home town, the broadcaster testified he was in error in connection with reports made to the FCC regard his voting of his wife's stock and the amounts of stock he owned, and in connection with other data required by FCC license forms. He said he had voted his wife's stock by proxy in several.

The FCC in its March 22 order revoking the license of the Brownsville station, alleged that Ewol Wilson and Ernest E. Wilson, of Corpus Christie, by contract had transferred to Dr. Ulmer and M. D. Gallagher, of Brownsville, possession and control of the station without having first procured the FCC's consent. The order also alleged that Lawrence D. Yates had contracted with Ulmer and Gallagher to acquire the station without procuring FCC authority in violation of the law. Under FCC procedure, the parties involved have 15 days in which to request hearing.

## WSAL Loses License

FOLLOWING a brief oral argument March 28, heard by the Commission en banc, the FCC on March 29 affirmed its order revoking the license of WSAL, Salisbury, Md., as of March 31. The action climaxed a long-drawn-out inquiry, which started in mid-December, into the financial background f the station. The order, originally issued Oct. 24, 1939, was premised on grounds of false statements as to his financial responsibility made by Frank M. Stearns, WSAL licensee, in his application for a construction permit in 1937 [BROADCASTING, March 1].

# Birth of Commerical FM This Year Seen

## Opposition Dwindles at FCC Hearing; Expect Gradual Transition

By SOL TAISHOFF and LEWIE V. GILPIN

THE BIRTH of a new system of broadcasting—likely to have its commercial onset this year—was foreseen after eight days of hearings March 18-28 before the FCC during which a solid phalanx of advocates testified in favor of opening up the ultra-high frequency bands for frequency modulation or "static-free" broadcasting.

If there is any real opposition to FM as a new commercial service to supplement rather than supplant the present standard broadcast structure employing amplitude modulation, it was not evident during the proceedings. There were allocation conflicts, however, with advocates of television, notably RCA, resisting strongly the efforts of organized FM proponents to have assigned to wide-band FM the No. 1 television channel, covering the range from 44 to 50 mc., which, together with the 42-44 mc. range presently earmarked for FM, would provide a sweep of 8,000 kc., or a total of 40 channels of 200-kc.

### Victory for Armstrong

What was expected to be a battle royal between opponents and proponents of wide-band FM turned out to be almost a cakewalk for the disciples of Maj. Edwin H. Armstrong, noted inventor whose basic patent position in wide-band FM made him the key figure in the proceedings. With a personal investment of more than $750,000 in FM development, Maj. Armstrong carried the five FCC members through more than a decade of FM development and predicted the day when listeners voluntarily will tune FM receivers in preference to AM because of its interference-free, high-fidelity characterics. He stoutly supported FM as a "perfect" broadcast medium.

A gradual transition to FM, covering a period of from seven to ten years, was seen by key witnesses. From John Shepard 3d, president of the Yankee and Colonial networks, organizer and president of FM Broadcasters Inc., and the industry's foremost proponent of FM, the Commission heard of experimental operations in which he personally has invested some $250,000 over the last two years.

There were no far-fetched predictions that FM would supplant standard broadcasting overnight. Moreover, the preponderant opinion was that standard broadcasting would never be entirely replaced because FM affords no secondary coverage. The prevailing idea was that there should be a dual system—AM and FM. Insofar as FM is concerned, it also should be broken down into two systems, witnesses suggested, one of high-power stations serving areas of perhaps 100 miles, with limited duplication on channels, and then a multiplicity of stations, as many as 100, on other "local" channels, serving small areas of perhaps 15 to 30 miles.

### RCA Favors FM

FM networks were foreseen through use of ultra-high frequency relays (above 100 mc.) with automatic unattended repeaters carrying the same program and spaced at specified distances. Therein witnesses predicted substantial savings in the future, since radio today is estimated to be paying to AT&T and other wire companies some $8,000,000 a year.

The big surprise came when RCA itself plumped for commercial FM, though it appeared to favor narrow-band rather than the Armstrong system of wide-band FM. The RCA case was premised largely on the contention that television should not move aside for FM (as FM Broadcasters, Armstrong, et al proposed) and that it should be recognized that it will always be necessary for those in outlying and rural areaes to be served by standard broadcasting.

Expert witnesses likewise agreed that FM receivers will cost more than standard sets but, based on past radio history, they predicted that under mass production the price would decrease substantially. The round figure for an FM receiver was given at about $100. At the outset, it was felt that receivers would have two chassis and one speaker, so that with the flick of a switch either FM or AM bands could be tuned.

### Favorably Inclined

The effort was made to convince the Commission, which had only five of its seven members sitting throughout the hearings, that present broadcast licenses generally should be the FM licenses, operating with full commercial status. There were differences in viewpoints, however, as to whether the same programs should be transmitted over both FM and AM.

Reaction from the bench could only be regarded as favorable, though Chairman James Lawrence Fly and Commissioner T. A. M. Craven ran practically every witness through rigid questioning aimed largely at the virtues of wide-band vs. narrow-band and the elbow room required by television. Other commissioners who sat (Thad H. Brown, Paul A. Walker and F. I. Thompson) participated only intermittently in the questioning. Chairman Fly cracked the whip with many witnesses, determined to cut the hearings as short as possible, and during the very last hour of the hearing clashed with RCA's general solicitor, Frank W. Wozencraft, when the latter made a plea that the Commission not indulge in "snap judgment" in deciding the fundamental FM-television allocation issue.

This phrase set off pyrotechnics of a character seldom if ever seen at an FCC hearing. Berating the counsel, the chairman said the Commission always gives "thorough consideration" and that it was the industry that should be cautious.

Despite the many engineering comparisons of narrow-band and wide-band, there appeared to be strong sentiment for the Armstrong wide-swing proposal. An impression was made by Judge E. O. Sykes, as counsel for W. G. H. Finch Laboratories, when he observed, based on a dozen years experience as a radio and communications commissioner, that it was virtually impossible to widen a wave band once the tolerance is set, but that it is a simple matter to cut it down if that becomes technically expedient. Witnesses had testified that if FM receivers are produced for wide-band reception of 200 kc., as proposed by the Armstrong system, they would not be rendered obsolete if the band is subsequently cut in half.

The case for commercial FM was carried largely by FM Broadcasters, through President Shepard, Paul A. deMars, technical director, and Philip G. Loucks, FM general counsel and former managing director of the NAB.

### Must Build Audiences

Mr. Shepard said it would take some time for commercial programs to reach FM station schedules, since an audienec must be built to attract advertisers. But he saw FM replacing AM and operators using only FM transmitters in many areas after a transition of "roughly 10 years", during which the AM audience would tend to shrink as the FM audience increased. At the end of that time the advertisers would be reaching the same markets as at present, he predicted.

During the transition period, said Mr. Shepard, the station operator probably would use both AM and FM to maintain an aggregate audience attractive to advertisers until almost a 100% replacement of AM sets is achieved. He pointed out that in the normal course of events about 10% of the receivers are replaced annually and, where FM is available, replacements of these and others probably will be FM or combination sets.

Regarding network operation of FM, Mr. Shepard said he thought NBC or CBS, if relieved of the payment of line charges, could pay the construction and operating costs of a relay system, while a mutual organization such as MBS could apportion the cost as it does at present with line charges. Though no such plan has been worked out beyond the "conversation point", Mr. Shepard said the relay system would develop if the FCC granted facilities.

When the hearings concluded March 28, Chairman Fly asked all participants to submit briefs by April 15.

**FOSTERERS** of FM during the FCC proceedings were (l to r) J. R. Poppele, chief engineer of WOR and chairman of the FM Broadcasters Inc., engineering committee; Paul W. Morency, WTIC, Hartford; Walter J. Damm, WTMJ, Milwaukee; Dr. Franklin Doolittle, WDRC, Hartford; John Shepard 3d, president of FM Broadcasters Inc.; Dr. C. M. Jansky Jr., consulting engineer; John V. L. Hogan, consulting engineer; Paul A. deMars, technical director of the Yankee Network, which already has an FM station in operation.

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While there was no indication when the FCC would pitch into actual staking off of the ultra-high range, it was hardly anticipated that the action would be swift. Because of the inter-relation of television allocations, both problems must be tackled together. The fact that the television issue has been reopened, with hearings scheduled April 8, portends a delay of at least several weeks beyond that date.

Based on the questions from the bench, it was apparent that FM proponents made a deep impression. But it was pointed out that, totally aside from the considerations involved on television-FM allocations, the Commission must take into account the requirements of so-called safety-of-life services and even of Government services. Aviation, ship, police, forestry and other non-public services have allocation problems. Since the hearing issue was restricted largely to a "day in court" for FM, it is conceivable that the FCC may deem it advisable to hold a hearing or perhaps a conference with other users or licensees to assure an orderly allocation.

### No Strong Dissenters

Melting of RCA's anticipated opposition left virtually no strong dissenters to the proposed Armstrong-Shepard project. As for the FCC itself, it appeared that several members see in the projected new service a means of diffusing service and perhaps distributing station ownership in such fashion as to relieve what they have regarded as a tendency toward concentration of control of broadcasting.

Many of the observers and participants were intrigued by the questions of Chairman Fly, a comparative newcomer to the FCC who began his service only last fall. His display of technical knowledge and understanding of the issues surprised engineers particularly. Like Commissioner Craven, himself former FCC chief engineer, Mr. Fly is a graduate of the U. S. Naval Academy, where he learned the rudiments of radio. As a Government lawyer during the last decade, specializing much of the time in power matters, he added to his background on electricity and related sciences.

Many of the 400-odd broadcasters, engineers, attorneys and observers who attended the sessions had preconceived notions about FM. A substantial portion viewed FM as a prospective Frankenstein that might turn on their established station operations and introduce new competition of a character that might prove ruinous. As the story of FM unfolded, however, principally the theory of a dual system of operation, with a transition period of seven to ten years, this viewpoint appeared to subside.

### RCA Attitude a Surprise

RCA's cryptic pronouncement, through Chief Counsel Wozencraft, that it believes ultra-high frequency brodacasting is ready for commercial use, and that the public interest would best be served by Commission action giving FM the green light, took the FCC and the assembled audience by surprise. Coming toward the conclusion of the hearings, on March 27, the pronouncement was viewed as somewhat of a change in attitude.

Mr. Wozencraft said RCA has concluded that u.h.f. broadcasting, when sound alone is employed, should use FM because of technical advantages and that the time has come when it should be presented to the public as a regular service. He added, however, that it seems certain there will never be a time when the entire country can be served by u.h.f. broadcasting, and that it will always be necessary for people in small cities, towns and remote rural areas to be served by stations operating in the present standard band.

### Patents Not Discussed

Taking FM proponents wholly by surprise, the RCA position was seen as one which eliminated the greatest non-official obstacle to development of the projected service. At the outset of the hearings, observers anticipated a rather bitter contest with the Armstrong-Shepard group on the one side and RCA on the other. During the hearings, RCA questioning of FM Broadcasters witnesses tended to indicate stern opposition.

A dispute over patent holdings also failed to materialize at the hearing. While Maj. Armstrong alluded to his patent position on wide band FM and claimed that RCA's narrow-band position was antiquated, he did not directly assail the company. RCA in its testimony said that its research engineers have experimented with FM for many years. In laboratory and field tests, it was stated, RCA engineers have "sought facts" and "the patent situation has been subordinated to the desire to obtain these facts".

With Chairman Fly anxious to conclude the hearings as rapidly as possible, many witnesses originally scheduled to appear simply filed statements for the record. The RCA case, it had been anticipated, might consume several days, particularly in the light of the time consumed by Maj. Armstrong and FM. RCA Counsel Wozencraft, however, ran his witnesses through a swift presentation in an effort to comply with the Commission's request. Westinghouse, which had prepared an elaborate presentation, likewise submitted its case in exhibit form. It became apparent too, as the second week of the hearings got underway, that in deference to the Commission's desire, cross-examination of witnesses all down the line was cut appreciably.

# Five Commissioners Hear Major Armstrong's Testimony

**AS MAJ. ARMSTRONG** unfolded the story of FM development, five of the seven FCC members listened in rapt attention. On the bench (l to r) T. A. M. Craven, Thad H. Brown, Chairman James Lawrence Fly, Paul A. Walker and F. I. Thompson sat throughout the hearings which began March 18 and lasted two weeks.

## *NEW APPLICATIONS ARE FILED FOR FM*

APPLICATIONS for FM construction permits continue to pour into the FCC at the rate of about one a day, among the latest being five from NBC seeking FM adjuncts to its stations in Washington, Cleveland, Chicago, Denver and San Francisco. Except for Cleveland, where the 43.4 mc. band is requested with 1,000 watts, all of the applications are for 1,000 watts on 43 mc. The NBC applications leave it to the Commission to determine, after its hearings, whether it shall assign wide- or narrow-band FM.

To the list of FM applicants published in the March 15 BROADCASTING should also be added new applications received since that date, all for 1,000 watts, from the operators of WELI, New Haven, Conn., 42.6 mc.; WNBH, New Bedford, Mass., 43.4; WMBC, Detroit, 43.2; WGAR, Cleveland, 43.2; WHDH, Boston, 42.6; WLVA, Lynchburg, Va., 42.8; WJAS, Pittsburgh, 43; WSJS, Winston-Salem, N. C., 42.8; KROC, Rochester, Minn., 43.2; KPRC, Houston, 43.

### *Fly Promises Fair But Thorough Hearing*

With an estimated 300 participants and spectators overflowing the large hearing room in the Interstate Commerce Building, and another 100 standing in the corridor, Chairman Fly opened the hearing March 18 with a synopsis of the purposes of the proceeding, promising an "expeditious, fair but thorough-going" hearing for FM's "day in court". In addition to Chairman Fly, Commissioners Brown, Craven, Walker and Thompson attended the proceeding on the opening day. At the FCC counsel table were General Counsel William J. Dempsey, Attorney William H. Bauer, Chief Engineer E. K. Jett and Assistant Chief Engineer Andrew D. Ring.

Scheduled for a two-hour appearance, Maj. Armstrong in presenting his case as inventor of the Armstrong FM system accounted for all the 4½ hours hearing time March 18 and did not complete his testimony until well into March 19. Under questioning by his counsel, Horace L. Lohnes, Maj. Armstrong traced the history of his radio experience from 1906, when he built his first amateur outfit, through his development of the regenerative circuit in 1912, the superheterodyne circuit in 1917-18, the super-regenerative circuit in 1920, and finally his patenting of an FM system in 1933. His work on the elimination of static in radio reception dated from 1914, he stated, after he had been graduated from the Columbia U engineering school and joined Michael Pupin, the noted scientist.

Citing the various approaches taken to the static problem during this 25-year period, he commented that although both modulation based on power (AM) and "wavelength modulation" (now known as FM) had been considered, neither amounted to much until 1913, with development of the vacuum tube modulator. After that attention was concentrated on amplitude modulation and the present regular broadcast system developed.

### *Problem of Splitting Signal and Static*

About 1920 FM turned up again, Maj. Armstrong related, when it was discovered that, with the regenerative circuit amplifying both the broadcast signal and static, researchers were trying to separate two things—the broadcast signal and static—that really were the same. With attention still concentrated on AM, it had been decided by 1923 that about all that could be done with circuits to eliminate static was to make them shallow as possible to still pick up the broadcast signal—"and what static trickled in had to be"—he continued, pointing out that the components of static correspond in effect to a series of AM signals.

In the interest of high-fidelity reception, to achieve the greatest differentiation between signal and noise, it is necessary to make the receivable band width as large as possible at the receiver, rather than narrow, Maj. Armstrong declared. He pointed out that it was "very difficult" to develop a transmitter that would allow this, swinging between two distant limits and still "hold fast" in the center to escape distortion.

In June, 1934, Armstrong FM apparatus for experimental operation was installed on RCA's 2 kw. television transmitter in the Empire State Bldg. in New York. Experiments started there immediately,



XUM

but in April, 1935, when RCA declined to increase the power of the transmitter apparatus, Maj. Armstrong said he undertook to construct his own transmitter, resulting in his present FM experimental station, W2XMN, at Alpine, N. J. Experiments with the RCA transmitter ceased in October, 1935, he said, after a series of demonstrations of FM's and AM's relative reception and adaptability to multiplex operation.

To illustrate FM development at the time of these 1935 tests, Maj. Armstrong presented a sound film recording of the relative AM and FM signals of the 50 kw. WEAF and the 500-watt WMCA, recorded at that time during a severe thunderstorm. The audible demonstration indicated the static effect in AM transmission, reflected in a partial drowning of the WEAF signal and the almost complete drowning of the WMCA signal, and on the other hand the relatively interference-free reception of the frequency modulated signal for the same programs. To supplement this evidence Chairman Fly requested Counsel Lohnes to furnish the exact date of the broadcasts, along with prevailing U. S. weather reports for that day in the vicinity.

### *Height a Vital Factor In FM Operation*

Describing the W2XMN plant at Alpine, Maj. Armstrong stated that although it was constructed for 50 kw. operation and licensed for 40 kw., it is actually operating at 30 kw. during present experimentation, which started in the summer of 1938. Its location on a high bluff of the Palisades overlooking the Hudson River is advantageous, he declared, since height is a ruling factor in FM transmission. Conductivity, on the other hand, is a relatively slight factor in FM, he added.

Due to the increasing number of spectators, Chairman Fly in recessing the opening morning session announced that the hearing would move to the large departmental auditorium. As the afternoon session started, an estimated 450 persons were present.

Resuming the stand, Maj. Armstrong stated that FM was first brought to public attention in November, 1935, when he presented a paper covering the results of his FM experiments at a New York meeting of the Institute of Radio Engineers. Since then developments have fulfilled the predictions he made at the FCC hearings on high-frequency allocations, in June, 1936, Maj. Armstrong declared.

**PRESIDENT**, prime mover and key witness for FM Broadcasters Inc. at the epochal hearings was John Shepard 3d, energetic head of the Yankee and Colonial networks, who has already spent some $250,000 in FM station construction. His luxuriant mustachio, carefully cultivated during recent months, proved the tonsorial highlight of the hearings.

The regular service performance of FM stations now operating justifies "from any angle" aural broadcast operations on frequencies above 25,000 kc., he declared in response to a question. So far as transmitting and receiving equipment goes, he continued, 10 firms already are licensed and ready to produce the necessary apparatus, with three makes of transmitters and three receivers now on the market. Citing W2XMN as one of the successfully operating transmitters, he stated that during 900 hours on the air, it had been forced off the air for only a total of 70 minutes. That was because of difficulties with the 200 and 250-watt tubes and power lines which have since been largely overcome, he said. No failure had resulted from deficiencies in the high-frequency or FM apparatus, he added.

A report on the operation of W2XMN from July 18, 1939, to date, entered as an exhibit by Maj. Armstrong, showed that the station since that day has operated with a regular program schedule, 5-days-weekly 7-hours-daily, to determine the reliability of high-power operation and coverage obtainable. Program material included transcriptions; pickups via a special 15,000-cycle line of WQXR and CBS programs, and relay pickups from W2XAG, Yonkers. Arrangements also have been made for relayed rebroadcasts of W2XMN programs by other FM transmitters.

### *Claims Superiority In Signal Quality*

Responding to queries by Commissioner Craven, Maj. Armstrong stated that although there are spots of high signal intensity—within five miles of a 50 kw. transmitter—where there is little difference between an AM and an FM signal from the standpoint of noise, the FM signal at points well within a 10-mile radius of the transmitter and beyond is superior both in quality and range. Asked for an estimate of the superiority limits of FM broadcasting, he explained that although FM reception extends beyond usual primary service areas, there is no secondary service area for FM. Within this general range he estimated that 50 kw. service would extend about 100 miles; 1 kw., 30 miles.

The conflict between wide-band and narrow-band transmission, regarded as a major bone of contention before the hearings, was broached by Chairman Fly when he asked Maj. Armstrong flatly which he thought more satisfactory. "My experience has been in all the experiments I have made that the wider band does the better job—and the wider the better," the inventor declared.

Confronted with queries on the relative merits of AM and FM transmission in frequencies above 25 mc., Maj. Armstrong declared that in tests through his many years of experimenting "FM transmission was incomparably better". The ability of FM transmission to discriminate against noise has the practical effect of increasing the reception range, he pointed out.

**THOUGH SOVIET** Russia frowns upon "capitalistic America" it is not adverse to gleaning knowledge of American inventive genius in radio. Seated here (l to r) are V. P. Doronin, V. A. Smirnon and S. I. Rassadin, representatives of the Glavesprom Commission, division of Amtorg Trading Co., who procured FCC permission to attend the FM hearing as observers. The Canadian government also had representatives present.

### Oyez! Oyez!

THE NATION'S highest courts have nothing on the FCC in the way of "courtroom" dignity and procedure, it became evident to the 400-odd broadcasters, engineers, attorneys and others who attended the FM hearings the very first day. Introduced by Chairman James Lawrence Fly some weeks ago, the new procedure includes the en masse arising of all in the hearing room and standing at attention when each session is opened and the members of the Commission file in. Not a soul, however weary, dare sit until Chairman Fly raps the gavel.

Pursuing further the disparities between AM and FM operation, he explained that because of reception of only the stronger of two or more signals on the same frequency in FM transmission, more stations can operate with freedom from interference, thus increasing the service areas. In addition, he said FM lends itself to better reproduction service than does AM transmission, while under the FM system distortion is dependent on circuits rather than tubes, as in AM operation.

From every standpoint of transmitter design the FM transmitter is "the ideal", he declared, explaining that it employs only receiving tubes and the FM circuit, along with simple Class C amplification. W2XMN's high-power amplifying tubes have operated 2,000 hours, he stated, observing that this would not have been possible under AM.

### *Predicts Network Using Radio Links*

Asked for some predictions on FM's future service, Maj. Armstrong said that although a wire network of FM stations is readily possible, "the bottleneck of the wires" will allow only one FM advantage — noise-free reception. Therefore, he continued, he foresees stations "linked by radio", citing the relay hookups successfully operated during joint experiments by FM stations in the New York-New England area.

Due to the fault of "eight wise men, of whom I was one", high-fidelity reception in the standard AM broadcast band is "hopeless", he declared, explaining that the 10 kc. separation decided upon at a Hoover radio conference years ago is not enough to allow a substantial interference reduction. In the ultra-high frequencies, high-fidelity AM transmission is not subject to the same disadvantage, but FM still yields higher fidelity, not only in freedom from noise but also in range and other characteristics, he declared.

Speaking of the success of relay experiments, Maj. Armstrong said there was "very slight if any" difference in relayed FM signals, and that difference has been eliminated by arranging a new relay that cuts effects of remodulation and demodulation. Automatic relays also have been developed and can be used, he added. As for service in sparsely populated regions, he said that although he couldn't at this time go into the economic possibilities of extending relays to all sections, he saw the development eventually.

Discounting any attempt to interpret his championing of FM as an intent to bring about the dropping of all AM activities and experimentation in the ultra-high frequencies, he commented that he only wanted FM to be allowed to go ahead. Amplitude modulation "is certainly the long way to go" in developing the ultra-highs, he added.

### *Discusses Advantages Of Wide-Band Service*

In a technical discussion with E. K. Jett, FCC chief engineer, on the wide-band vs. narrow-band controversy, he declared the wider the band, within the capabilities of the equipment, "the better off you are". In the 200 kc. separation employed in the Armstrong FM system, only about 150 kc. actually is used in the frequency swing, he stated, the remaining 50 kc. serving as a "guard band". After experimentation he said he had decided on a 200 kc. separation as a "compromise limit", with peak operating limits extending from 120-150 kc.

Cutting the 200 kc. swing in half, to 100 kc., he said four times the power would be necessary to get the same results, on a basis of signal to noise ratio at any one point. Cut the swing to 30 kc. and the power jump must be 25 times, he added. With a 30 kc. separation, only three stations could actually operate within the 200 kc. space, he stated, and these not in the same area. Using narrow-band transmission, the inter-station ratio of interference will be such as to cause a larger "no man's land" from the listeners' standpoint, he said. In short, he declared, one does not get the same immunity in narrow-band as in wide-band system.

Continuing on this tack, Maj. Armstrong explained that the narrower the band the more complex becomes the receiver design. Any set designed for 30 kc. operation he termed "an electrical misfit". He cited the conclusions presented at the time by RCA engineers after the 1934-35 measurements and tests in which it was stated that narrow-band FM operation increased the service radius 2 to 2.6 over AM, while increasing the swing from 20 to 100 kc. further added 1.4 to 2 over AM.

Reviewing frequency assign-

ments for aural broadcasting above 25 mc., Maj. Armstrong stated that FM operations had been assigned to 42.5-43.5 mc., 117-118 mc., and .8 mc. in the vicinity of 26 mc. Thus, he said, about five channels are provided for FM from a practical standpoint. But, he added, skywave interference in frequencies below 30 mc. is too pronounced for practical purposes, and the 117-118 mc. bands are too high. Among other adjoining assignments are 42-42.5 for AM; 43.5-44, facsimile; 41-42, educational. If the 42-44 mc. channels were turned over to FM, it would afford ten 200 kc. channels, he then observed.

### *Service Problem in Densely Populated East*

Using bands in the 42-44 mc. assignment, it would be possible to furnish satisfactory service to large parts of the country, he predicted — enough channels "probably for years to come" in sparsely populated sections, but only enough for "service of a sort" in the densely populated East. Pressed for his estimates of what could be accomplished on 10 channels, Maj. Armstrong said he thought "a pretty good job could be done" in the North Atlantic and New England States if there were no duplications on the 10 channels among New York stations.

He pointed out also that in June, 1936, he had suggested setting aside 5 mc. for FM operation, in the 40 and 80-100 mc. bands, and that recently he advocated a 6 mc. band, taking up the equivalent of one television channel, in view of the rapidly expanding interest in FM development. Questioned on the advisability of taking up one of the channels assigned for television operation, he remarked that "as FM develops, television may find it is in the wrong place and should have started higher" in the frequency spectrum.

Balancing the relative services of FM as staticless radio, and television, he declared that FM service in the lower frequencies yields greater possibilities for public service and will make better use of the frequencies than television, since television is neither as available nor as dependable at such distances as 80 miles from the transmitter. He estimated that with 10 channels available, FM could serve about 50% of the potential listeners over the country.

Pressed by Commissioner Craven for further comment on the potential New England service situation with 10-channel operation, Maj. Armstrong stated that two such stations as W2XMN at Alpine and the Yankee transmitter W1XOJ on Mt. Asnebumskit, each with the same frequency assignment, would "build walls against each other", cutting down the respective service areas. He pointed to the need for two types of stations—hundreds of local outlets with "definitely circumscribed" service areas on a single frequency, and others to serve larger areas.

In the ultra-high frequencies, AM service cannot be extended far enough for completely satisfactory service, he declared, because of interference, coverage characteristics and allocation limitations.

### *Gradual Transition Would Be Necessary*

Maj. Armstrong was rather closely questioned by Chairman Fly as well as Commissioner Craven, particularly on service and coverage aspects. While he sought to emphasize the superiority of FM over AM, he nevertheless asserted there was no doubt that the present broadcast system will continue for many years and that the transition to FM, particularly insofar as rural and remote coverage is concerned, would have to be gradual.

Asked to discuss the relative advantages of wide-band FM vs. the 40 kc. narrow-band operation, Maj. Armstrong said that it would be impossible, among other things, to multiplex other services on narrow-band. For example, he pointed out that regular facsimile transmission can be carried on the 200 kc. wide-band operation without disturbing the aural transmission.

Pressed for data on the necessary contiguous band desired for nationwide FM coverage, Maj. Armstrong said that if the band 42-44 mc., embracing ten 200 kc. channels were set aside, it would be possible to supply a satisfactory service "for a large part of the country". This is particularly true in the Northeast, he said, where coverage of standard broadcast stations is poor, particularly during the "summer static" season.

Maj. Armstrong said he assumed that the present non-commercial educational band of 41-42 mc. would use FM rather than AM, and that this would tend to give FM a "clean sweep" from 41-44 mc. if the FCC followed the recommendations of the FM group.

When Commissioner Brown asked about using FM as a supplement to standard broadcasting, Maj. Armstrong said he felt that a very substantial portion of the population could be given service by FM "excluding the wide open spaces". The ten channels to which he had previously referred, Maj. Armstrong asserted, should "start a good service of a sort" in the Northeast. He again predicted that more than 50% of the public could procure adequate service from FM.

Asserting that difficulties would be encountered if stations were placed closer than 300-400 miles apart—since each would limit the other—Maj. Armstrong declared that he had not made a complete analysis of the allocations situation and that subsequent witnesses would cover it.

### *Tells of Interference On Same Frequency*

Commissioner Craven specifically inquired whether ten channels with 50 kw. stations could cover the New England area alone, and Maj. Armstrong said he thought 10 channels could do the job.

Responding to Chairman Fly, Maj. Armstrong asserted that two stations of 1 kw. each could be placed on the same frequency in Washington and Baltimore, 40 miles distant, and each could render a satisfactory service over its metropolitan area without serious interference and with no mush area. By the same token, if the 1 kw. FM station operated in Washington and an AM station operated on the same frequency in Baltimore, there would be no greater interference than if the two FM stations operated on the same wave, he said.

Observing that the industry is strongly supporting FM, Maj. Armstrong pointed out that the number of applications pending has passed the 100 mark. All of the applicants, he said, hope to be authorized to set up stations. He added he was not so sure all applicants for television stations have the same purpose.

Summing up, Maj. Armstrong contended that if the Commission grants FM full commercial status, broadcast stations in urban centers will discard their present "imperfect medium" in favor of "a perfect medium". The substance of his testimony was that at the outset, in any event, rural areas will have to depend upon AM stations of today unless networking of FM on a repeater station basis is developed.

### *Sees Gradual Shift To FM Receivers*

Continuing to explain the attributes of FM operation through a major share of the March 19 session, Maj. Armstrong made it clear he did not expect FM to displace regular AM broadcast service overnight. He looked for AM broadcasting to continue "for a long time", commenting that it was just as foolish to believe AM operations would stop with the introduction of FM as it would be to believe that Model-T Ford cars would stop operating as soon as Henry Ford brought out his modern models.

However, in the normal course of events FM will replace AM, he declared, although it will take years even if all present operators and set owners were to decide to make the switch at once. In the process of evolution, he forecast, "the listener will be the judge", and he probably will start out buying combination AM-FM sets, finally buying only FM receivers as the FM service develops.

Questioned about manufacturing costs, Maj. Armstrong estimated the present experimental FM transmitter cost is comparable to that

(*Continued on page 80*)

## A Segment of the Audience Crowding the Opening Session of FM Hearings

# FCC Reopens Television Hearings April 8

## RCA Is Called to Task for Video Activity

ORDERING suspension of its new rules which would permit "limited commercial" operation of television Sept. 1, the FCC March 23 in an unexpected action hailed RCA to the carpet because of its television merchandising and sales efforts which the Commission said might "deadlock" development.

The Commission set April 8 for reopening of hearings to determine whether "research and experimentation and the achievement of higher standards" for television are being "unduly retarded" by RCA's intensive merchanising and sales campaign in New York. The FCC's action came without warning. The immediate effect was to bring to a dead stop all of RCA's promotional activity. The action of the FCC was greeted with "amazement" by David Sarnoff, RCA president.

It was even reported that RCA, with a $10,000,000 investment in television research and equipment, might be disposed to consider dropping visual radio altogether. A $2,000,000 budget appropriated for the current year to bring television into practical public operation likewise may be cancelled.

### Extent of FCC Power

The FCC's summary action occasioned surprise in other quarters, too. It was clear that there would be repercussions on a number of fronts, particularly since the Commission's authority to move into the field of sales competition and merchandising is questionable. The action was the result of a 4 to 1 vote.

Commissioner T. A. M. Craven dissented strongly, while Chairman James Lawrence Fly and Commissioners Brown, Walker and Thompson voted to reopen the hearings. The two other members, Case and Payne, were absent.

In the New York metropolitan area, where merchandising of television receivers was being concentrated, the action stunned dealers as well as manufacturers. Cancellations of orders for television receivers, both from RCA and GE, were reported. The dealers group of the Electrical & Gas Association took public exception to the Commission's action and petitioned the Commission to rescind its action.

### Little Fellows Protest

In protesting the FCC action, Robert Robbins, president of Cath-Ray Television Corp., New York, said it had been "very damaging" to his business, and that he is "studying with counsel the possibility of instituting suits against individual FCC members for damages resulting from their action". He said that when the FCC cracks down "RCA can take it but we little fellows can't".

John E. Milliken, president of United States Television Mfg. Corp. in protesting the action, said it affects not only large strong companies which have spent enormous sums on television with no return, but it harms small companies who have been working to launch the art. Asserting the public wants television now, he said if the new ruling is put into final affect, it will harm smaller operators more than the "big fellows".

Aside from the brief "amazement" statement by Mr. Sarnoff, no further formal comment was made by RCA. It appeared it would hold its fire until the April 8 hearings.

### More Rigid Regulation

To the industry as a whole the action was indicative of the new era of rigid regulation launched by the FCC over radio generally.

It marked the first time Commissioner Brown has joined the rigid regulationists. Commissioner Case, who has usually been aligned with Craven and Brown, is seriously ill at his home. The seventh member, Payne, who usually votes with the crack-downers, is in Texas holding revocation hearings.

In its formal order (No. 65) suspending the "limited commercial" rule and ordering the hearing, the Commission recited that when it adopted its television report Feb. 29, it emphasized that nothing should be done which will "encourage a large public investment in receivers" which by reason of technical advances may become obsolete in a relatively short time. It is this provision which the majority feels RCA is violating with its newspaper and trade-paper promotion fostering visual receiver purchases, along with price cuts in all models of RCA receivers [BROADCASTING, March 15].

Referring specifically to RCA and its subsidiary company activities, including NBC and RCA Mfg. Co., the Commission said these promotional activities may be detrimental to the public interest by "unduly retarding research and experimentation and the achievement of higher standards for television". It stated that additional rules or revisions of the rules adopted Feb. 29 may be necessary to promote experimental use of frequencies for television service.

**For editorial comments and reactions to the FCC rehearing order, turn to page 102.**

In a press release accompanying the order, the Commission said the current marketing campaign of RCA is at variance with the intent of its report, and construed it as a disregard of its findings and recommendations for further improvement in the technique and quality sets are widely sold to the public.

### Need for Improvement

Pointing out that the Commission declined to establish television transmission standards because of the fluid state of the art, of television transmission before the majority concluded that RCA's intensive drive for set sales, since it is the biggest single entity in radio, would tend to freeze standards at the 441-line 30-frame level which it espoused along with the Radio Manufacturers Assn., in the face of strong opposition from the Paramount-affiliated DuMont Laboratories and several other manufacturers. In its Feb. 29 report the Commission stressed the need for further improvement in the technical quality of television.

In its press release the Commission said that not all types of television transmision can be received by any receiver. It is impossible now to decide what type of transmitter will be made standard, it said. It reiterated that receiving sets constructed or on the market today may not be capable of receiving television programs from standardized television transmitters when the art has sufficiently advanced to permit such standardization.

While not mentioned in the Commission release, it was evident the majority felt that RCA in its sales promotion did not advise the public that the receivers might become obsolete, and that there was no assurance of continued service. It was for this reason that Commissioner Craven raised the question of the Commission's jurisdiction, apparently feeling that the Federal Trade Commission and not the FCC is charged with regulation of unfair competition.

### Fears Crystallized Standards

The Commission said in its release, however, that public participation in television experimentation "is desirable only if the public understands that it is experimenting in reception and not necessarily investing in receiving equipment with a guarantee of its continued usefulness." It added that "television is here to stay, but conceivably present day receivers may for practical purposes be gone tomorrow".

"Promotion activities directed to the sale of receivers," the release said, "not only intensifies the danger of these instruments being left on the hands of the public, but may react in the crystallizing of transmission standards at present levels. Moreover, the possibility of one manufacturers gaining an unfair advantage over competitors may cause them to abandon the further research and experimenta-

(*Continued on page 50*)

## Freezing of Television Feared By FCC, Says Chairman Fly

WHY THE FCC has switched the television signal from amber to red—until it can reappraise the situation—was revealed March 26 by FCC Chairman James Lawrence Fly.

Amplifying the formal order of March 23 reopening the television hearings on April 8, Mr. Fly told BROADCASTING the FCC was anxious that no false start be made. Without reviewing the basis for the FCC's order [see page 51] he said the majority felt it was more important to have the public interest protected at the outset than to risk a situation that might cause permanent injury to a service destined to become of lasting benefit to the public.

The whole purpose of the FCC's report on television of Feb. 29 was to inform manufacturers and experimental television licenses that caution should be exercised and research continued, the chairman asserted. The FCC proposes to fix transmission standards, he declared, but not until it feel an adequate service is available.

### Public Reaction

Commissioner T. A. M. Craven, former chief engineer, and lone dissenter among the five voting members, said he believed the majority's action retards development of television. While he declared there was an honest difference of opinion on reopening of the hearings, he felt constrained to vote against such action, particularly since he, as Chairman of the FCC Television Committee which proposed practical operations, had taken the position that only by such operation in an area like New York could public reaction to visual radio be gauged.

Answering allegations that the FCC is seeking to control what the public should see or hear via radio, Chairman Fly branded such accusations as irresponsible. Television is a synchronous operation in which the transmitting and receiving must be standardized, he said. If a substantial portion of the public is stampeded into buying receivers capable of reproducing images of only one type of transmitter, the result is to "deadlock" development and "freeze" standards, he declared. Thus that portion of the public would be deprived of improved television, and other manufacturers, rather than foster research and experimentation, would find themselves forced to produce receivers using the present standards and experimental broadcasters likewise might find themselves in the same position.

The substance of Mr. Fly's observations was that the Commission under such circumstances might find that the fixing of standards had been preempted and that the public would suffer by being forced to content itself with inferior television, with new research and development deadlocked. In the light of this, he said, the FCC could not sit quietly while it feels that its note of caution has been disregarded.

## *"Tune to WHO and see what happened!"*

● Without much further comment, we crave to quote from a letter received recently by our Mr. H. R. Gross of the WHO News Bureau. The letter was mailed from Tampa, Florida—some 1800 air miles away!

"Dear Mr. Gross:

"About an hour ago, from our hotel window, we heard some kind of an alarm, but it was left for you, way up in Iowa, to tell us that it was an airplane crash.

"We travel all over the country making several towns and cities a week and have developed the profitable habit of tuning in to you for complete details of last-minute happenings. You give us more than anyone else on the air.

"If we ever go to your city my wife and I shall take the liberty of dropping in to thank you personally for giving us such complete details each night."

Signed

(Name on request)

That's just one isolated case, of course. But every week, WHO receives dozens of letters from points as distant as Georgia, Oregon, Alaska, Vermont, New Zealand and West Virginia! . . . *Plus an average of about 10,265 letters per week, from Iowa itself!*

How'd you like for us to pull mail *for you?*

# WHO

## + *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

# Dallas News Buys Interest in KGKO

### Campbell Would Be Head of KGKO-WFAA-WBAP Sales

SALE of one-half of KGKO, Fort Worth, to A. H. Belo Corp., of Dallas, publisher of the *Dallas News* and owner of WFAA, by Amon Carter, president of the *Fort Worth Star-Telegram*, WBAP and KGKO, is proposed in an application filed with the FCC for approval March 20 by KGKO Broadcasting Corp. It is understood the transaction involves $250,000.

WFAA and WBAP divide the 800-kc. clear channel as a fulltime NBC-Red outlet. KGKO, 5,000-watt regional on 570 kc., is the NBC-Blue outlet and key of the Lone Star Network.

Under the plan, it is understood, KGKO would be operated in conjunction with WFAA-WBAP. Unlike the proposed KGKO ownership, however, WFAA and WBAP are individually owned but the sales operation is maintained jointly. The new KGKO Broadcasting Co., as the corporate setup will be known, will have as its president either Mr. Carter or G. B. Dealey, president of the Belo Corp.

#### New Sales Plan

It is understood a new sales organization will be established, to be headed by Martin B. Campbell, general manager of WFAA, who would serve as general sales manager of both the Red and Blue network operations. For the KGKO Broadcasting Co., a board of trustees would be established comprising two executives of the *News* and an equal number for the *Star-Telegram*. Harold V. Hough, general manager of WBAP and KGKO and circulation manager of the *Star-Telegram*, is the executive of the Fort Worth operations and will be managing director of the new setup.

It is understood that Alex Keese, assistant to Mr. Campbell, will become manager of WFAA. George Cranston, now general manager of KGKO, will become manager of WBAP.

Mr. Carter announced that after the purchase of one-half interest in the WFAA transmitter near Grapevine, Tex., for WBAP, negotiations were begun for the sale to the Belo Corp. of an interest in the KGKO Corp. WFAA and WBAP have shared time virtually since they began operations in 1922 and for the last decade have operated on the 800 kc. clear channel.

KGKO serves the Fort Worth-Dallas area as the NBC-Blue outlet, maintaining main studios in Fort Worth along with Dallas studios. It was acquired two years ago, having been moved from Wichita Falls. The transmitter is equidistant from Dallas and Fort Worth.

## WSJS is NBC's 188th

WSJS, Winston-Salem, N. C., on June 26 will join the NBC Southeastern Group as the network's 188th affiliate. Operating on 250 watts, 1310 kc. both day and night, the station is owned by the Piedmont Publishing Co., of which Gordon Gray is president. Evening rate is $120 per hour.

SCHRAFFT'S, New York (restaurants), on April 1 will start its first radio in New York, sponsoring daily *Dinner Concerts* programs of transcribed salon music on WQXR, New York. Agency is Al Paul Lefton Co., New York.

## TBS Circuits Closed

TELEPHONE circuits set up for Transcontinental Broadcasting System and maintained until March 15 despite the failure of the proposed new national network to begin operations have been discontinued. At TBS headquarters it was explained that the phone company's traffic department desired to put these circuits into other use since TBS did not need them immediately and the network agreed with the understanding that the phone company would reinstate the circuits whenever TBS was ready to use them. TBS executives further stated that certain plans were being developed and that they might have an important announcement to make within the month.

## WTMA, Charleston, S. C., Sale Approved by FCC

ANOTHER newspaper company became owner and operator of a radio station March 22 when the FCC authorized voluntary assignment of the license of WTMA, Charleston, S. C., 250 watts on 1210 kc., to Atlantic Coast Broadcasting Co. Ninety per cent of the stock in the purchasing corporation, which paid $39,300 for the station, is owned by the News & Courier Co. and Evening Post Publishing Co., publisher of the *Charleston News & Courier* and *Post*. The remainder of the stock is held by executives of those newspapers, namely, Robert S. Manigault, publisher; Edward Manigault, managing editor; H. T. McGee, business manager; Robert Bradham, advertising manager.

WTMA was authorized in August, 1938 and began operation in March, 1939. The owner-founders were Y. W. Scarborough and J. W. Orvin, president and vice-president respectively of the Atlantic Coast Life Insurance Co., who sold it to the newspaper interests.

## Land O'Lakes Discs

LAND O'LAKES CREAMERIES Inc., Minneapolis (dairy products) has selected 12 stations for a 39-week campaign using weekly quarter-hour transcribed shows featuring Edgar A. Guest, poet-philosopher, and Eddie Howard, singer. Programs started the last week in March on WEEI WICC WGAR WCAU WPRO WMAS WBEN WMAQ WWJ WCAE WHEC WCCO. Transcriptions were cut by WBS. Campbell-Mithun, Minneapolis, handles the account.

## Shell's 19 in East

SHELL OIL Co., New York, on March 20 started a four-week campaign for Shell oil and two new Shell gasolines using twice-daily time signals or station break announcements on the following 19 Eastern stations: WHN WQXR WRC WNBF WTIC WCSH WGAN WCAO WFBR WEEI WNAC WNEW WMAZ WGY WSYR WBT WPTF WIS WRVA. J. Walter Thompson Co., New York, is agency.

GILLETTE SAFETY RAZOR Co., Boston, through its export division, has been running an extensive spot campaign for Blue Blades in South America for the last two months. Seventy spots weekly are heard on major stations. J. Walter Thompson Co., Buenos Aires, is in charge.

GLENN D. ROBERTS (right), president of the newly-organized Wisconsin Broadcasting System Inc., and Charles Lanphier, network's general manager, scanning their stations' coverage area.

## Pepsi-Cola News Series To Use Entire CBS Net

PEPSI-COLA Co., Long Island City, which has been sponsoring spot announcements and quarter-hour programs for its soft drink in different localities, will start network broadcasting for the first time April 30 when it sponsors three five-minute news programs every Tuesday, Thursday and Saturday on the entire CBS network of 112 stations. The contract also marks the first time in CBS history that all its stations have been signed to carry one commercial series.

The programs, probably featuring Bob Trout, CBS ace newscaster, as commentator, will be heard at 6-6:05 p.m., with repeats at 10:55-11 p.m. and 11-11:05 p.m., all EDST. The first repeat will reach the central standard and daylight time zones, the mountain and pacific zones, while the second repeat will be heard on these 10 stations of the eastern standard time zone, which also will carry the 6-6:05 p.m. period (WABI WNBF WBRY WGAN WMAS WNBX WIBX WORC WBAB WCAX). Newell-Emmett Co., New York is agency.

## Gillette Razor Prepares To Cover Derby on CBS

GILLETTE SAFETY RAZOR Co., Boston, will sponsor the 66th running of the Kentucky Derby at Churchill Downs on CBS network of 87 stations on May 4. Mel Allen and Ted Husing, CBS sportscasters, will report the color and Bryan Field will cover the actual running of the race. Technicians of WHAS, CBS affiliate in Louisville, will work with CBS engineers in handling the race, and WAVE, local NBC outlet, will also carry the race by special permission. Maxon Inc., New York, is agency.

Throughout Derby Week, April 29-May 4, preliminary broadcasts have been arranged as coast-to-coast sustaining programs. Programs include a talk by J. P. Spang Jr., president of Gillette, and a description of the Colonel's Dinner May 3, with Bryan Field and Ted Husing giving descriptions and interviewing jockeys.

# Wisconsin Group Organizes Chain

### Glenn D. Roberts President Of Seven-Station Hookup

INAUGURATION of a new State network, Wisconsin Broadcasting System Inc., comprising five basic and two supplementary stations, has been announced by Glenn D. Roberts, Madison attorney who is majority owner of WEMP, Milwaukee, and a director of WIBA, Madison. Key station is WEMP, with WJRN, Racine; WHBL, Sheboygan; KFIZ, Fond du Lac, and WHBY, Appleton, as other basic stations. WTAQ, Green Bay, and WIBA, Madison, are the supplementary stations.

Gene Dyer, general manager of WGES, Chicago, and a stockholder in WEMP, will be identified with the executive direction of the network. Furgason & Walker, station representatives, have been named to represent the network.

Mr. Roberts, who, in addition to his interest in WEMP is a director of WIBA and a part owner of WSAU, Wausau, Wis., has been named president of the network. W. Wade Boardman and John Ernest Roe, law partners of Mr. Roberts, are vice-president and secretary-treasurer, respectively. Charles Lanphier, currently manager of WEMP, will act in a similar capacity for the network, as will Charles La Force, program director of the Milwaukee station.

#### Program Service

At present the Milwaukee outlet is feeding its member stations 4½ hours of sustaining programs daily. The talent staff of the key station has been greatly enlarged.

In explaining the aims of the network, Mr. Roberts told BROADCASTING:

"Many Wisconsin stations have suffered to a large degree because programs of network quality were not available. Quality will always be our byword. Many programs will originate in Madison, home of our State university and seat of our State government, where good talent and important program material abounds.

"We will invest as much money as is necessary to make this the outstanding State network in the country. Our package rate for entire network will be low enough to attract sponsors of practically any product manufactured.

"Our coverage maps, now nearing completion, will show that these stations have 75% of the State's population in their primary coverage area. Another important factor is that 80% of Wisconsin's payroll comes from this primary area."

Headquarters will be in the Empire Bldg., Milwaukee.

## Absorene on 29

ABSORENE MFG. Co., St. Louis (Absorene, HRH, Abso cleaners), features live announcements over 29 stations in the Midwest in its 1940 advertising campaign. Ross-Gould Co., St. Louis, is agency. Harry Meyer account executive. Stations are:

WSGN KFEL WATL WMBD WHBF WCBS WDZ WIND KSO KSCJ WAVE WDGY KCMO WHB KMBC WOW WNOX KXA WKBH WAAF WMAQ WENR KMOX KSD KWK WEW WIL KXOK WTMV.

Now...

5000 WATTS daytime

WXYZ'S NEW TRANSMITTER AND BLAW-KNOX VERTICAL ANTENNAE LOCATED SEVEN AIR MILES FROM DOWNTOWN DETROIT

has more than doubled the

1000 WATTS nighttime

GUARANTEED GOOD SERVICE AREA AT NO INCREASE IN RATES

KEY STATION OF MICHIGAN RADIO NETWORK

5000 WATTS *daytime* 1000 WATTS *nighttime*

*more* MARKETS . . . *more* LISTENERS . . . *more* DOLLAR VALUE

NATIONAL SALES REPRESENTATIVE . . . PAUL H. RAYMER CO.

# Newspaper Group Adopts Net Idea

### Southwestern Papers Develop Frequency, Gross Discounts

ADAPTING the radio network sales formula for newspapers by employing frequency and gross annual discounts, Basic Newspaper Group Inc., has opened headquarters in New York for a group of Southwestern newspapers with its rate card to become effective April 1. Ralph Miller, advertising manager of the *Oklahoma Farmer-Stockman*, has opened offices at 383 Madison Ave. as manager of the organization.

Newspapers in the Group are the *Dallas News*, which operates WFAA; *San Antonio Express* and *News*, formerly identified with KTSA; and the *Daily Oklahoman* and *Oklahoma City Times*, which own WKY, Oklahoma City, KLZ, Denver, and KVOR, Colorado Springs. Officers are Edgar T. Bell, business manager of the Oklahoma Publishing Co., president; M. M. Donosky, of the *Dallas News*, treasurer, and Frank Huntress of the San Antonio papers, vice-president.

#### The Radio Formula

The group organization was launched by Mr. Bell and J. I. Meyerson of Oklahoma Publishing Co. following a survey a year ago into selling methods of newspapers in the national field, to ascertain why national linage appeared on the decline in the face of rising revenue in other media, particularly radio. It is reported a substantial number of national advertisers and agencies have wholeheartedly endorsed the plan, and that several new accounts already have been signed for the group.

The Group has announced it will not "cut rates" but that the plan is premised upon discounts to advertisers for frequency of insertion and for gross annual linage contracts. By employing the selling technique of media which have gone steadily forward in sales volume (largely radio), the group said it hoped that newspaper space volume will greatly increase and that newspapers again will become basic media.

The Group hopes to expand its membership in the near future and it is expected the matter will be discussed during the sessions of the American Newspaper Publishers Assn. in New York in mid-April. The plan envisages eventual setting up of a half-dozen separate newspaper groups, aligned geographically, for national selling.

O. C. Brown, advertising manager of the *Oklahoman* and *Times*, has been in New York since early March aiding Mr. Miller in establishing offices and introducing the group to accounts and agencies.

## School Disc Series

AIR CONDITIONING TRAINING Corp., Youngstown, which sponsors *Happy Jim Parsons* Sunday mornings on NBC-Blue, has placed weekly quarter-hour programs starring *Parsons* and transcribed by NBC Radio-Recording Division on some 50 stations throughout the country. The transcriptions, supplemented with five-minute programs starring *Parsons*, will run for 26 weeks. National Classified Adv., Youngstown, is agency.

VISITING agency executives stepped backstage to meet stars of the new NBC *Good News of 1940* program in Hollywood March 14, with Fred C. Hawkins, Southern California district sales manager of General Foods Corp., sponsoring the show, on hand to make introductions. Assembled (l to r) were Tom Revere, Benton & Bowles, New York vice-president in charge of radio; Donald Cope, Hollywood agency producer of the program; William R. Baker Jr., Benton & Bowles, New York vice-president in charge of General Foods accounts; Mr. Hawkins; Mary Martin and Dick Powell, singing stars of the weekly half-hour show.

# *Kaltenborn Switches Programs to NBC; Swing and Hale News Series Expanded*

AFTER more than ten years of foreign news reporting for CBS, H. V. Kaltenborn, noted news analyst and commentator, has ended his exclusive affiliation with that network to present a series of twice-weekly commentaries on the NBC-Red network.

Kaltenborn started this sustaining series on NBC March 30 and will continue to broadcast Saturdays from 7:45-8 p. m. and Sundays 3:45-4 p. m., immediately following NBC's regular news roundups from its European reporters, until April 27 when he sails for Rome. In Europe, Kaltenborn will travel extensively to study the progress of the war and report his findings on frequent broadcasts on NBC.

On May 28, Kaltenborn will begin a thrice-weekly series on NBC, the network and stations as yet undecided, under the sponsorship of Pure Oil Co., Chicago, present sponsors of the thrice weekly *Kaltenborn Edits the News* programs on CBS. This CBS series terminates April 26, until which date Kaltenborn will also be heard on NBC on a sustaining basis. It could not be learned from NBC when BROADCASTING went to press whether Kaltenborn would present his broadcasts on NBC for Pure Oil from Europe or for how long a time he would remain abroad.

#### Ray Swing's Network

General Cigar Co. has added 13 MBS stations to the twice-weekly newscasts by Raymond Gram Swing, who is particularly noted for his commentaries on international developments during the September, 1939 war crisis in Europe.

General Cigar Co. started sponsorship of Swing's program twice weekly on three MBS stations on Sept. 25, 1939, in the interests of White Owl cigars. On March 25, the company added 13 MBS stations for 52 weeks to Swing's Monday and Friday talks, 10-10:15 p. m.

Mutual stations not broadcasting Swing's sponsored programs, will present him Wednesdays, 10-10:15 p. m., effective April 3, and may present him sustaining on Mondays and Fridays with the White Owl commercials cancelled. According to MBS, Swing has an audience in Great Britain consisting of 30.7% of the adult population, which hears him every fortnight on the BBC. He is heard in Canada on alternate Saturdays on the CBC.

A second MBS news program to receive additional stations is Arthur Hale's *Confidentially Yours* broadcasts, which were on WOR, Newark, as a sustaining feature for about a year, and last October gained two sponsors after the September war crisis—Vick Chemical Co. and Richfield Oil Corp. The latter company on Jan. 6 started the program on Mutual, Saturdays 7:30-7:45 p. m., and on April 2 will expand the program to Tuesdays, Thursdays and Saturdays at the same time on 21 MBS stations. At that time Mr. Hale will broadcast his program from Philadelphia where he will make a personal appearance before a meeting of Richfield Oil's distributors at the Bellevue-Stratford Hotel.

Mr. Hale's program of "news behind the news" will gain still another sponsor on April 7 when the North American Insurance Co., New York, through the Franklin Adv. Agency, starts *Confidentially Yours* on WOR, Newark, Sundays, 9:30-9:45 p. m.

## Tops Cigarettes Spots

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., late in February started a campaign for Tops cigarettes using 50-word announcements six times weekly on WREC WALA WGST WCMI WWL KTBS WNAC WBNS WSPD WGBI WBRE KROC WCHS WBLK WMMN WSAZ and WWVA. Campaign will run through May 11, according to Wm. Esty & Co., New York, the agency.

## *OLD GOLD PROGRAM TO START APRIL 5*

WITH Cal Kuhl having resigned, Mann Holiner, radio director of Lennen & Mitchell, agency servicing the account, will produce the first few programs of the new Hollywood variety and dramatic show featuring Don Ameche, which starts April 5 under sponsorship of P. Lorillard Co., New York (Old Gold cigarettes), on 60 or more NBC-Red stations, Fridays at 10-10:30 p. m. (EST).

Who will become permanent producer of the series was not revealed. Several are under consideration. Kuhl is on the Hollywood staff of J. Walter Thompson Co., and has been producing the weekly NBC *Chase & Sanborn* program sponsored by Standard Brands Inc. (coffee), and other network shows. He was signed by Lennen & Mitchell to produce the Ameche program on a loanout from J. Walter Thompson Co. Kuhl, it is said, felt that various constructions would be placed on the loanout deal and his resignation was to save embarrassment both to himself and the two agencies.

Victor Young has been signed as musical director of the new Ameche show with Pat Friday and the *Six Hits & a Miss* handling the vocals. Mark Hellinger's short stories have been bought for the dramatic spots. Maxwell Shane, Hollywood writer, heads the writing staff. It is reported that the show will cost P. Lorillard Co. around $7,500 a week, exclusive of network time. Claire Trevor is to take dramatic leads. Tom McKnight heads the writing staff.

## Musical Disc Time Spots Planned by Lucky Strike

AMERICAN TOBACCO Co., New York, has completed arrangements for its transcribed announcement campaign for Lucky Strike cigarettes to start April 1 on seven New York stations [BROADCASTING, March 15]. Transcribed by Victor, the announcements consist of a time signal and a musical number selected from that week's Lucky Strike *Hit Parade* program on CBS corresponding to the time just announced, as, for instance, at 7 a.m. the *Hit Parade* number seven will be played. Featured will be regular *Hit Parade* artists, including Barry Wood, Bea Wain, Orrin Tucker and Bonnie Baker, and the orchestras of Mark Warnow and Kay Kyser.

Schedule for the announcements on the metropolitan stations follows: 17 times daily on WMCA; thrice daily on WABC; five times daily on WOR, WHN and WEVD; twice daily on WEAF; 14 times daily on WNEW, and once a day on WJZ. Special numbers will be played at 11 and 12 oclock, the total of *Hit Parade* selections amounting to only 10. Lord & Thomas, New York, is agency.

#### Radio to Plug Film

RADIO will be heavily used in plugging the world premiere April 11 of Paramount Pictures Corp., film, "The Biscuit Eater", in Albany, Ga. Besides the CBS *Vox Pop* program, sponsored by Penn Tobacco Co., Wilkes-Barre, Pa., (Kentucky Club tobacco), originating from that city as part of the exploitation buildup, there will be several other special event broadcasts. WSB, WATL and WGST, Atlanta, will broadcast the festivities. Program will be keyed from WGPC, Albany.

# A $2,214,269,000 MARKET

OWNED AND OPERATED BY
The Courier-Journal
THE LOUISVILLE TIMES

BASIC CBS OUTLET
LOUISVILLE, KENTUCKY

Nationally Represented by Edward Petry & Co.

## Clears Consider Treaty Allocation

### Hold Luncheon With Fly; 'Pot o' Gold' Discussed

TAKING advantage of the presence of a number of its members to attend the FM hearings before the FCC, the Clear Channel Group, representing 50,000-watt stations, met in Washington March 20 for an informal discussion of the radio regulatory situation. Chairman James Lawrence Fly of the FCC attended a luncheon meeting and is understood to have discussed primarily prize contest programs such as the *Pot o' Gold* which he has deprecated in the past.

Called by Chairman Edwin W. Craig, WSM, Nashville, the group also conferred with Louis G. Caldwell, its counsel, about the general regulatory picture, particularly in the light of the impending reallocation under the Havana Treaty. While clear channels are retained under the allocation terms, many broadcasters see in the present trend a threat which might conceivably result in more extensive duplication of exclusive channels at night, particularly on opposite coasts.

#### Fly's Views on Prizes

Chairman Fly, it is reported, told the group that he personally looked with disfavor upon programs with a main prize contest element which in effect results in "buying" an audience through offers of substantial rewards if listening. The *Pot o' Gold* program, together with a local program broadcast in Texas, has been referred to the Department of Justice for scrutiny to ascertain whether there is any infraction of the lottery laws. Previous informal opinions have held that the *Pot o' Gold*, particularly, is not a technical violation of the statute. The Department, however, has had attorneys assigned to study the case for a month and it was thought possible that it might have in mind a new legal test of what constitutes a "consideration" in prize offers of that general nature, particularly since this program technique has spread like wildfire through the industry.

Present at the luncheon session with Chairman Fly were Messrs. Craig; Mark Ethridge, WHAS, Louisville, former NAB president; Joseph O. Maland, WHO, Des Moines; J. M. Cox, Jr., WSB, Atlanta; Harold V. Hough, WBAP-KGKO, Fort Worth, and Jack DeWitt, WSM, Nashville.

## *Illness of Case Affects FCC Policies; Fly Raps Programs 'Buying' Audience*

THE FCC appears destined to function as a six-man agency for several weeks — perhaps longer — due to the continued illness of Commissioner Norman S. Case, who is convalescing at his home in Washington.

Absent from the Commission since Feb. 20, Gov. Case is now said to be well on the road to recovery, but a number of complications which developed may make his convalescence slow. Initially, Gov. Case suffered a foot infection. Afterward he contracted pneumonia but passed the crisis. A touch of pleurisy also developed, along with phlebitis, an arterial ailment. His physicians report that the pleurisy condition has been virtually cleared up and that all effects of pneumonia now have been passed. The phlebitis was said to be still painful but his general condition is improving.

With the Commission divided on basic policy matters, it was thought Gov. Case's enforced absence might have an important bearing on the complexion of Commission decisions. He has been aligned rather consistently with Commissioners Craven and Brown on broadcasting policy matters. Commissioners Walker, Thompson and Payne have voted together in a rigid-regulation bloc more or less consistently and Chairman Fly has held the balance.

Because of the FM hearings, which got under way March 18 and destined to run through the first week in April, few matters of importance have been considered by the Commission in recent days. Only five members have been sitting at these hearings, with Payne absent in Texas conducting revocation hearings.

#### 'Pot o' Gold' Comes Up

Chairman Fly March 20 met at luncheon with a group of broadcasters representing clear channel stations and discussed informally with them matters pertaining to the regulatory situation. He is understood to have admonished the broadcasters about prize award programs, and particularly mentioned the NBC *Pot o' Gold* as one upon which he looked askance. Without commenting on the legality of the *Pot o' Gold*, now under scrutiny of the Department of Justice at the FCC's behest, it was reported Chairman Fly held that any programs which place stations in the position of "buying" their audience cannot be construed as in general public interest.

On the Commission itself there has been little activity aside from the FM hearings. The Network Monopoly report, long overdue, still reposes in the office of General Counsel William J. Dempsey in draft form and there appears to be no indication that it will be hurried along. Because members of the Network Monopoly Committee (Brown, acting chairman, Walker and Thompson) are sitting on the FM hearings, it is hardly thought the committee itself will have opportunity to review the preliminary draft until after the hearings are closed. Moreover, it is now generally expected that the Commission itself, rather than the committee will pass on the report, which is likely to delay its publication even further.

#### Brown's Reappointment Due

Meanwhile, no inkling has been given of plans of Commisioner Brown, whose present term on the Commission expires June 30. Commissioner Brown has consistently refused to confirm or deny reports that he will retire upon expiration of his term, presumably to enter private law practice or perhaps to reenter Ohio politics. He was formerly Secretary of State of Ohio. A Republican who has served with the FCC and its predecessor Radio Commission since 1929, first as general counsel, Commissioner Brown could be reappointed if he so desired, it is felt in informed circles. His reappointment has been urged by many broadcasters.

### NAB Convention Hotel

DEFINITE selection of the St. Francis Hotel as headquarters for the NAB convention in San Francisco Aug. 4-7 was announced March 21 by Howard Lane, business manager of McClatchy Broadcasting Co., NAB director and chairman of the local convention committee. One of the largest hotels in the West, the St. Francis is said to be adequately equipped to handle the expected attendance of upwards of 700.

WELCOMED with a leis aboard the *S.S. Lurline* was W. E. Macfarlane (left) president of MBS and head of WGN, Chicago, as he arrived at Honolulu. Henry C. Putnam, shipside announcer of KGMB, Honolulu, interviewed Mr. Macfarlane.

## FTC Activities Viewed Harmless to Advertising

THE opinion that the Federal Trade Commission will do nothing "that is harmful" to advertising copy was expressed by Alfred M. Corrigan, of Arthur Kudner Inc., on March 21 at a luncheon meeting of the Advertising Club of New York. With John Benson, AAAA president, presiding, the AAAA saluted the club's 35th anniversary.

Holding that no honest citizen can complain when another policeman is added to the force, Mr. Corrigan declared the FTC, through the Wheeler-Lea amendments to the Federal Trade Act, is supplementing the vigilantes in the advertising field, enabling them to dispose of "black sheep", more rapidly. He pointed out also that publishers and advertising men helped draft the Wheeler-Lea Act and worked for its passage. Chronicling the phases through which advertising copy has passed in the last 15 years, Mr. Corrigan observed that the use of humorous copy doubled from 1936 to 1939, chiefly because radio comedians, comic strips and the movies had created a sense of humor on a national basis.

## Birdseye Products Test

FROSTED FOODS SALES Corp., New York, is conducting a 39-week test campaign for Birdseye products using a quarter-hour *Opinions Wanted* program twice weekly on WOKO, Albany. Programs, running since Feb. 20, feature interviews by an inquiring reporter with customers in local stores selling the Birdseye foods. Customers are also asked a "question of the day" on some interesting topic. No further radio plans will be made till the conclusion of the test, according to Young & Rubicam, New York, the agency in charge.

## Swift Spring Spots

SWIFT & Co., Chicago (Vigoro), is running a varried announcement spring campaign on WJJD, Chicago; WOW, Omaha, and WGN, Chicago. Contracts are of undetermined length. J. Walter Thompson Co., Chicago, is agency.

WERC are the call letters assigned by the FCC to the new local station in Erie Pa. granted to the Presque Isle Broadcasting Co. [BROADCASTING, Mar. 15].

BASEBALL boosters of Oakland, Cal., called a conference to plan a welcome for the city's 1940 baseball team, with officials of KROW, Goodrich Tire and General Mills joining in festivities. A big booster parade and jamboree March 30 wound up the celebration. At the conference were (l to r) G. F. McGregor, Oakland Booster's Club; Roy J. Feuchter, General Mills sales executive; C. W. Reed, Westco Adv. Agency; Philip G. Lasky, KROW manager; Ed Kuhlman, Oakland sales supervisor, General Mills; Keith Kerby, KROW operations manager; Ralph Pahlmeyer, Goodrich retail manager; R. J. Loomis, Goodrich district manager; Andy Potter, KROW promotion; Dean Maddox, KROW baseball announcer; Vic Devincenzi, Oaks baseball manager; H. L. Wilson, KROW salesman; V. L. Mishler, assistant sales manager of General Mills.

# Another Western Electric 50 KW!

*WJSV transmitter building at Wheaton, Md., showing three tower array.*

## CBS Outlet for the Nation's Capital . . .

## WJSV

### WASHINGTON

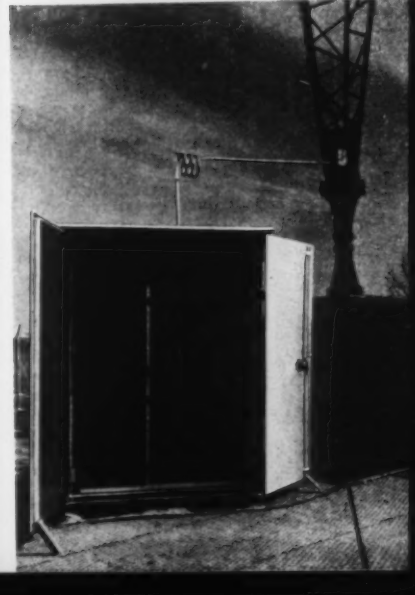
The Doherty Circuit . . . improved stabilized feed-back . . . automatic line voltage regulators . . . emergency 5 KW operation . . . are just a few of the reasons why Columbia selected Western Electric for WJSV. Whether you want a 100 watt or a 50 KW, it will pay you to choose Western Electric—*for Better Broadcasting!*

**Western Electric**

Distributed by GraybaR

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

*Western Electric antenna coupling equipment for the 50 KW transmitter.*



# Promotion Drives For 12 States to Include Air Time

### Survey Reveals Plans Made To Draw Tourist Trade

TWELVE States will use radio during the next 12 months to promote their advantages, the Council of State Governments, Chicago, announces in a compilation of State advertising plans. In all, the States will spend $4,365,519 to distribute information during the year, the Council finds.

Of the six media used in recent years, radio ranks fifth, according to the Council which also says that 39 States or their public and private groups will engage in 1940 promotion. Other media were used in this order: Magazines, 34 States; direct mail, 32; newspapers, 30; movies, 13; billboards, 3. Eight States have no tax funds directly available for promotion, private agencies caring for their needs. States contemplating radio, with advertising appropriations follow:

ALABAMA ($50,000)—State Planning Commission in a spring campaign intends to attract industry; its winter campaign is designed for tourists. It is estimated that the $50,000 spent this year will bring in a $50,000,000 tourist business.

ARKANSAS ($39,500)—Publicity Advisory Commission devotes its efforts to the encouragement of industry and tourists. The Arkansas Agricultural & Industrial Commission, charged with development of new industries within the State, will not use radio, although it has an appropriation of $35,100.

INDIANA ($25,000)—Division of State Publicity is devoted to encouragement of industry, tourists, residents, markets for agricultural goods and educational activities.

KANSAS ($60,000) — Industrial Development Commission will emphasize industry, promote markets for agricultural supplies, and publicize transit facilities.

MAINE ($200,000 fiscal 1940; $185,000 fiscal 1941; plus approximately $100,000 per year from tax on potatoes)—Development Commission seeks to attract tourists, develop industry in the State and secure markets for agricultural goods.

MASSACHUSETTS ($83,900) — Development & Industrial Commission encourages industry, tourists and markets for its goods. Plant facilities are offered in some cases, and the Commission stresses skilled labor available and favorable industrial tax structure.

MICHIGAN ($250,000)—State Administrative Board has as its purpose to advertise resort and recreational advantages, agricultural horticultural and dairy products.

MINNESOTA ($50,000)—Tourist Bureau will attempt to attract tourists to the State.

MONTANA ($50,000) — Montanans Inc. is a private agency, privately financed, and attempts to bring tourists into the State. Highways Commission, with an appropriation of $10,000, will not use radio.

NEW YORK ($200,000)—Bureau of State Publicity seeks industry, tourists, and to increase state-consciousness among New Yorkers; The Bureau of Milk Publicity of New York ($300,000) will promote the increase of milk consumption within the State. It also will use radio.

NORTH DAKOTA ($50,000) — The Greater North Dakota Assn. will sponsor an agricultural campaign, seek to attract tourists, industry, residents and markets.

SOUTH DAKOTA ($10,000 for biennium plus $30,000 per year) — Highway Commission will promote agricultural products and industrial developments; Public Relations Bureau of South Dakota ($10,000 for biennium) encourages consumption of agricultural products, endeavors to attract tourists and residents.

In addition to statewide promotional efforts, several parts of the country are advertising on a regional basis. The six New England States work through the New England Council, 11 Southern States have banded together as the Southern Governors' Conference, and the 11 Far Western States are jointly advertised by The Industrial West Inc. Such privately financed organizations as the Ozark Playgrounds Assn., which publicizes recreational advantages of the Ozark Mountains in Arkansas, Missouri and Oklahoma, serve several States.

## Early Risers for 'Breakfast Club' Breakfast

MORE THAN 100 agency, station representatives and members of the press attended the *NBC Breakfast Club* broadcast March 20 and later a breakfast in the Merchants & Manufacturers Club, as guests of Sidney N. Strotz, NBC vice-president in charge of the Central Division.

During the broadcast Don McNeill, m.c., interviewed several station representatives briefly on the air and both thanked and joked with them for arising at the crack of dawn (studio doors were closed at 7:45 a.m.) to attend the affair despite the heavy snowfall and freezing weather with which Chicago greeted Spring. The stunt was part of a campaign inaugurated by Mr. Strotz to help sell the *Breakfast Club* to local or spot advertisers.

At top (l to r) are June Rollinson, of Russell M. Seeds agency; George Hartman, of the agency bearing his name; George P. Hollinbery and Walter Holden, of the George B. Hollinbery firm. Below (left), McNeill interviews Robert Boniel, of Edward Petry & Co., as Melvin Brorby (above McNeill's hand) watches. At right Dick Kopf, of Paul H. Raymer, submits to McNeill's mike.

## Capt. John J. Matheson

CAPT. JOHN J. MATHESON, president and principal owner of WHDH, Boston, died March 27 of heart failure at Gloucester. The 59-year-old former sea captain established WHDH ten years ago as the "fishermen's station", broadcasting arrivals, fish prices, weather reports and other information of interest to fishermen on the banks. He is survived by his widow, three sons and two daughters. His son, Ralph G. Matheson, is general manager and treasurer of WHDH.

### Perry Heads WCAX

APPOINTMENT of Howard J. Perry, formerly commercial manager of WTAG, Worcester, Mass., as general manager of WCAX, Burlington, Vt., was announced March 19 by the *Burlington Daily News*, owner of the station. Mr. Perry has been in radio for many years and was associated with John V. L. Hogan, New York radio engineer, in establishment of WQXR, New York.

## Union Leader's New Discs

P. LORILLARD Co., New York, for its series of quarter-hour twice weekly programs featuring Arthur Godfrey, has arranged with NBC Radio-Recording Division for a second series of 26 programs in the interests of Union Leader Tobacco. Programs have been presented since February on the following Southern stations: WDBJ WOAI KPRC WBAP KGNC KVOO WKY WBT WPAX WTOC WRBL WGPC WDBO WRUF and WJAX. Lennen & Mitchell, New York, is the agency.

## Omar's Long Series

OMAR MILLS Inc., Omaha, is currently running a 39-week schedule of quarter-hour musical programs on eight stations for its Blue Ribbon flour, and a 52-week schedule on three stations for its bakery products. Programs, titled *Blue Ribbon Melodies*, run on a varying five and six-weekly basis. Stations promoting flour are WLS KOA KVRS WNAX WHO WMT WOW KMMJ; bakery products are on WTMJ WBNS WFBM. Lyle T. Johnston Co., Chicago, handles the account.

## Soil-Off to Extend

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), through Hillman-Shane Adv. Agency, Los Angeles, in a 13-week campaign started in early March, is using from one to six-weekly participations in programs on KOY KEX KOL KHQ KGMB KPO KFI KFVD, and will expand coverage to include other territories.

# Harms Drops Suit On Record Rights

SUIT of Harms Inc. against RCA Mfg. Co., a test case planned to obtain a court decision on the question of whether the right to record a musical selection includes the right to make a special arrangement of the number, or whether the latter is a separate right for which a separate license must be secured from the copyright owner, is being dropped by the plaintiff. Decision not to proceed with the suit is based on the publisher's feeling that the defense of the recording company violates a previously made agreement between the parties that no technical defenses would be offered.

Copyright Act of 1909 gives to recording companies the right to record any number which the publisher has previously allowed to be recorded, at a maximum payment of two cents a pressing. Copyright holders claim that this recording right covers only the privilege of recording a number according to its published arrangement and that if the recording company wishes to make a special arrangement it must secure this additional right from the copyright owner. Recording firms hold to the opinion that the right to make special arrangements is included in the right to record.

To settle this basic point, a test suit was arranged and Harms filed suit against RCA Mfg. Co. for Tommy Dorsey's recording of the Harm's number "Rendezvous Time in Paris" under the Victor label. In its defense Victor pleaded that it had a statutory license to record the number, that the selection had already been recorded by another company, that there was no violation of fair use of the record and that the record was made at the solicitation of the copyright proprietor.

Answering charges that the fourth defense is a technicality and unfair in a test case, RCA states that this defense is not only true in this instance but it is the practice rather than the exception. According to the company, publishers' professional men (song pluggers) bring piano copies of new numbers to the recorders or recording bands and ask that records of them be made. Usually, it is stated, only piano scores are provided so that it is necessary for each orchestra to make its own arrangement. If, says RCA, such a defense is unfair, then the publishers should stop the practice.

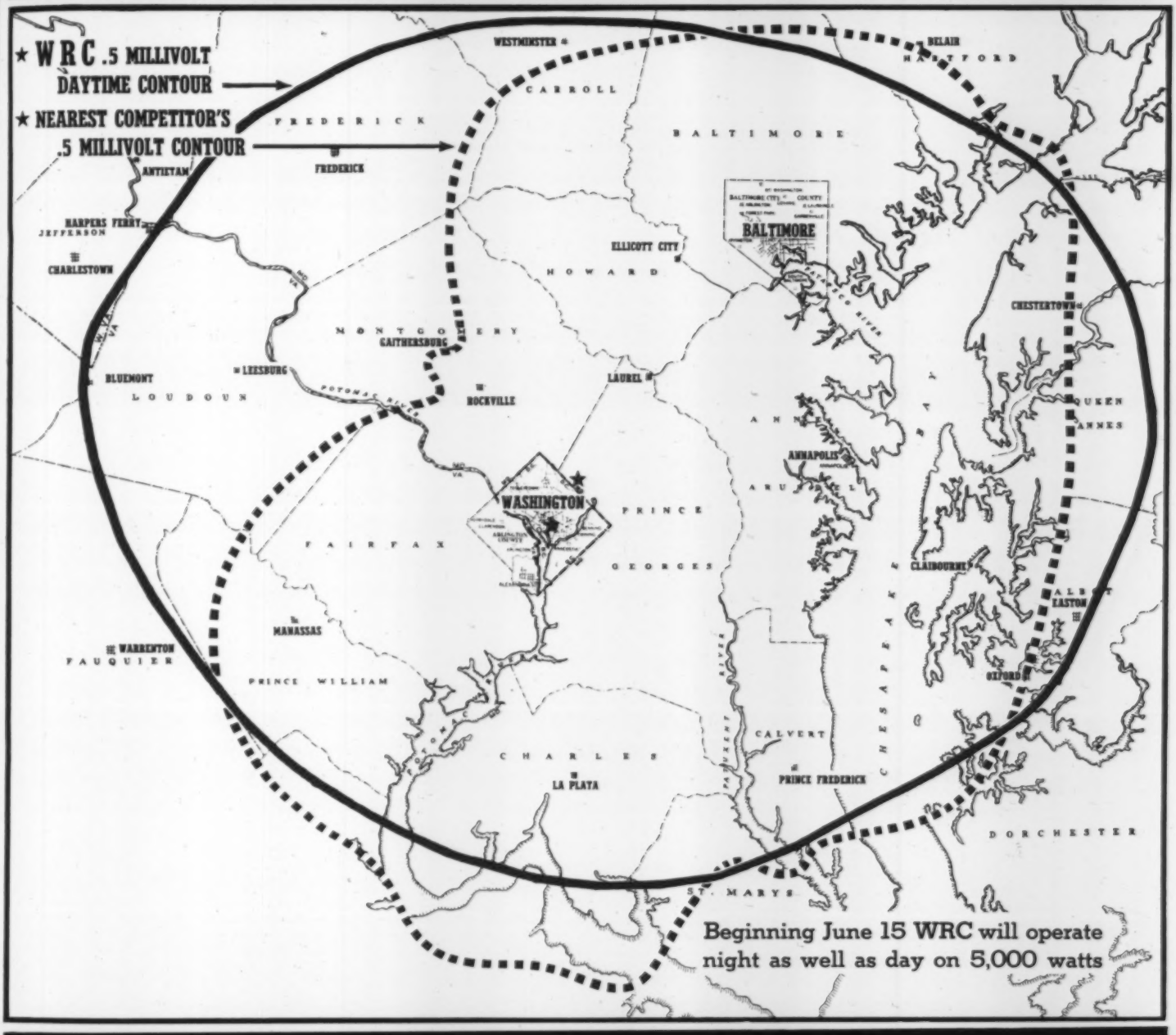
## Camel Signs Al Pearce

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., has signed *Al Pearce & His Gang* for a new program for Camel cigarettes to start early in May, probably on CBS if time can be cleared. Pearce concludes his Wednesday program on CBS for Hawaiian Pineapple Co. on April 3, that period to be filled with *Ben Bernie* for American Tobacco Co. Wm. Esty & Co., New York, handles the Camel account.

NBC has reprinted in booklet form with the permission of BROADCASTING the article titled "The Time-Buying Function in Radio Advertising," by C. E. Hooper, which appeared in the 1940 BROADCASTING *Yearbook*.

# *Remember!*

## YOU'RE BUYING *Coverage*, NOT WATTS!




POWER ALONE, of course, does *not* determine coverage. Frequency and other important factors enter into the picture. That's why WRC, with its favorable frequency of 950 kc continues to offer the best "coverage buy" in the Washington market.

★ Based on field intensity maps filed with F. C. C.

**WRC covers 9.4% more radio families, daytime, than any other Washington radio station.**

**WRC**
WASHINGTON, D. C.
5000—1000 WATTS · 950 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

# Who Started This Quiz Business?

## *Jack the Tire Expert Is Described as Originator*

By FRED BAKER
Baker, Cameron, Soby & Penfield
Hartford, Conn.

TO THE FLOOD of questions and answers now on the air waves might be added still another: "Who first started the Radio Quiz anyway?"

All available evidence points to W. M. Hickey, president of Jack the Tire Expert, General tire distributor in Hartford, Conn.

It was back in the summer of 1928 that Mr. Hickey was casting about for a good program idea. A parlor game involving questions and answers was then in vogue. It caught Mr. Hickey's attention. And the result was that on Aug. 27, 1928, *Jack Says: Ask Me Another* was born on WTIC, Hartford.

Today, as far as anybody can determine, this program, which is now in its 12th year, has the distinction of being the oldest question and answer game on the air, and is in fact, one of the oldest programs in radio. But in spite of its venerable age, *Jack Says: Ask Me Another* is still vigorous. A recent survey made in Hartford showed that the interest in this show has held up despite its years.

### Jack the Inquisitor

Since the sponsor's business is built around the personality of Jack Whelan, veteran tire man, this same personality is carried over into the program, and Jack himself, as Jack the Inquisitor, addresses the questions directly to the listener. After a seven second interval, the answer is given. Thus the game is kept between Jack and the listener, on the assumption, proven by the program's success, that people like to answer the questions themselves.

Questions are informative, entertaining, and timely. Music and sound effects are often used. A cash prize for the best question submitted each week lends added interest. On many occasions between 1,000 and 1,500 letters a week have been received.

Commercials are made as entertaining as the rest of the program. Timeliness is one of the reasons for the success of these commercials. For instance, in November 1936, when pre-election oratory filled the air, a pompous character named Senator Rumblehorn of Eagle Gulch, Nebraska, exhorted all listening to ride to the polls on General tires. In the fall of 1938, when political "purges" were in the news, Jack's program featured a purge of all soiled and used tires and discontinued tread designs.

On the day after Orson Welles terrified the country with his Mars attack, a skit on General tires entitled "Earth Attacks Mars" was prepared. This however, was not used because of the ticklish situation that immediately developed in radio, but many others equally timely are used.

In the winter of 1939, Hartford County was alarmed by reports of a fabulous wild beast similar to a wildcat prowling in the vicinity of Glastonbury. The beast was christened by the newspapers as a "Glawackus" and attracted nationwide attention. Jack sponsored a shortwave broadcast of a Glawackus hunt led by Jimmy Laneri, former airplane pilot for the Martin Johnson's in Borneo. The hunt failed.

### Squawk or Plug?

But on the following Monday night, *Jack Says: Ask Me Another* featured an interview with Mr. Laneri. And this interview brought out the salient fact that the hunt failed because not all the searchers were equipped with General tires. Generals, it was asserted, run so silently that the cat would have had no warning of their approach.

Another commercial that attracted wide attention was the case of Zeke Peck's parrot. Jack had on the program as guest stars two characters from *The Wrightville Clarion*, a popular rural skit over WTIC, Editor Elisha Wright and Zeke Peck. Zeke's pet parrot was supposed to deliver the commercial, but after an elaborate build-up, the parrot refused to speak.

On the following Monday night the parrot was again presented, and after a few moments of coaxing by Zeke, and a tense hush, the parrot did jabber out a half-intelligible phrase. Immediately there was a heated argument, Elisha Wright claiming that the parrot had uttered only gibberish, and Zeke hotly protesting that the parrot had actually spoken.

To settle the affair Jack then appealed to the listeners asking whether or not the parrot had actually said anything about Generals and if so, what?

The mail brought over 1,000 different versions of what the parrot said. These covered practically every sales point Jack had ever used in selling General tires, as well as several good testimonials. It proved that Jack's radio advertising had registered effectively in the minds of the listeners.

These are but a few of the devices that have been used on the program to catch and hold attention for Jack's commercials.

In 12 years on the air we've learned some important facts about selling tires through radio. And we're constantly discovering new ones. There are definite appeals, and definite ways of presenting appeals that result in quick sales.

A more intangible benefit of the program has been the good-will it generates. *Jack Says: Ask Me Another* has a friendly, sincere, personal tone that is faithfully followed in script and production. And people respond to this friendliness.

The nearest approach to a test of good-will occurred on St. Valentine's Day, 1940. On the program two nights before Valentine's Day, Jack told about one of his listeners, a lady 87 years old, who was all alone in the world and living in a convalescent home. He mentioned the fact that he was going to send her a Valentine, but he doubted if she would get any others unless some of the listeners should happen to send her a valentine too.

Two days later Jack, the postman, and the lady were all surprised when over 636 valentines arrived at the convalescent home. In addition to the valentines, the lady received candy, cookies, cake, handkerchiefs, poems, and letters. She had received only a brief mention in the script over WTIC alone, and there was no prize offered, in fact nothing for the listener to gain.

With results like these it isn't hard to see why *Jack Says: Ask Me Another* is one of New England's most popular programs.

W. M. HICKEY

**THERE'S questioning galore on WTIC, Hartford, when 'Jack Says: Ask Me Another' goes on the air, a habit of some 12 years. There's questioning and plenty of it all over the country when the subject of who started the quiz program is discussed, with the number of claimants to the title of Quiz Pioneer running into the dozens. Perhaps some will question the claim of Mr. Hickey that his tire firm started the cycle when it picked up the Ask Me Another fad back in 1928. But none can question Mr. Hickey's devotion to the quiz program as a method of selling tires and building good-will. He knows the answers, when the quiz business is discussed, and that goes for tires, too.**

## General Foods Expands Daytime Serial Program

GENERAL FOODS Corp., New York, which has been testing the thrice-weekly quarter-hour serial *Kate Hopkins, Angel of Mercy* on nine stations since last October, on April 1 will add 19 more stations to the list, as follows: KFPY KOMO KYW WSB WMAS WWJ WPRO KWKH WTIC WCSH WMC KMBC KRGV WOW WTAG WNAC WKY KPO WDOD, and on April 29 WHO. Scripts are written by Chester MacCracken of Benton & Bowles, New York, the agency.

Addition of these stations is in line with a general expansion of daytime serial programs by the agency for its accounts, under the direction of Tom Revere and Kirby Hawkes, who recently joined the agency. A second daytime campaign also starts April 1 for Post Toasties, another product of General Foods, consisting of a quarter-hour five-weekly transcribed serial titled *Portia Blake Faces Life*. Stations are: WLW WLS KSTP WNAX WOW WKY KMBC KSD KRLD KTRH KTSA KFH KVOO KGNC KRGV KYW KFI KPO KDKA WNAC WFEA WHP KFPY KRIS KWFT KADA KCRC KFYR WWJ WEBC KFDM WACO KBIX KGFF, and WHO on April 29.

## WARM, Scranton, Starting

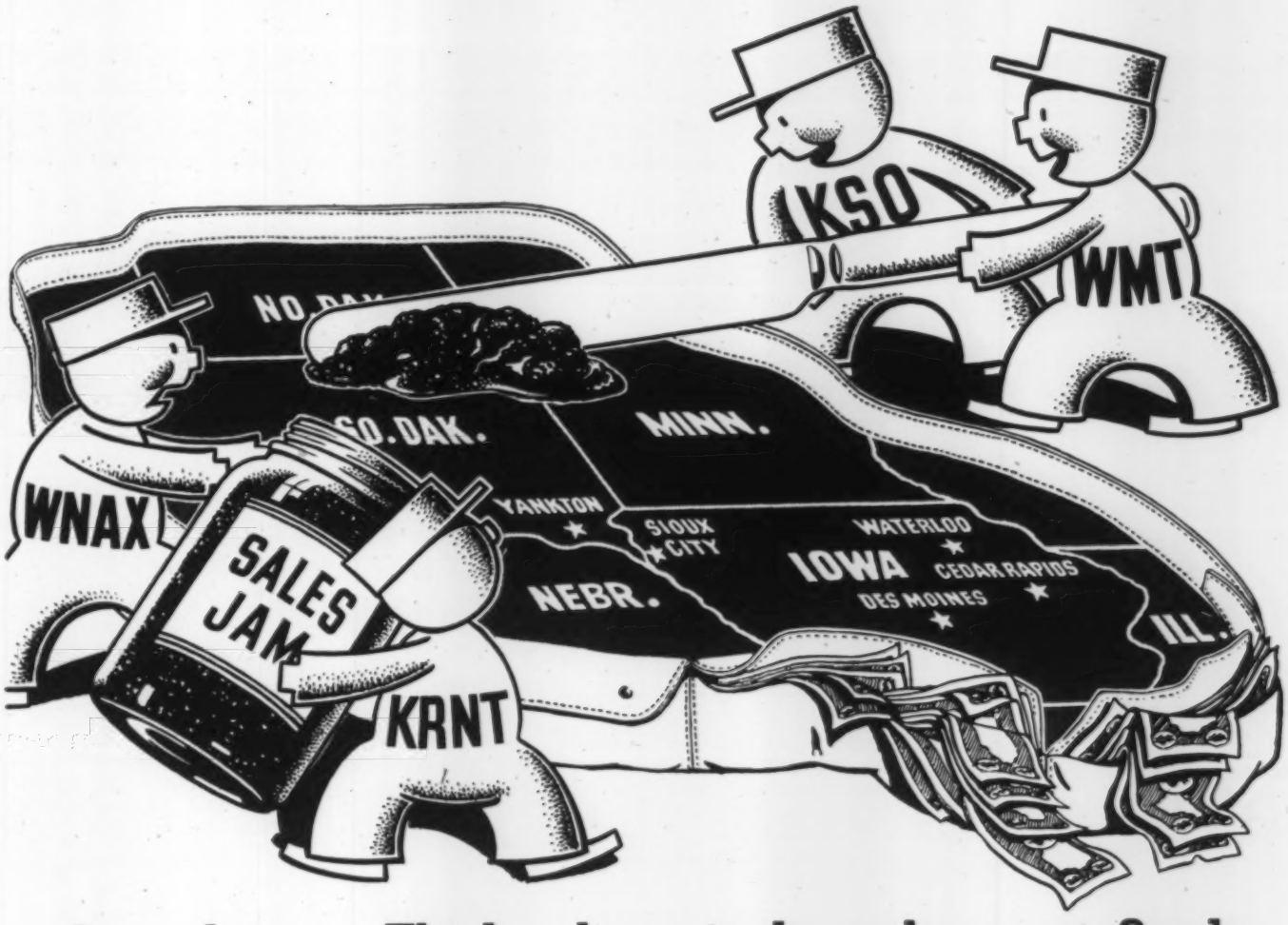
IN LITTLE more than six weeks from the time it was authorized for construction by the FCC last Jan. 25, the new WARM, Scranton, Pa., 100 watts night and 250 day on 1370 kc., expects to make its debut on the air April 11, according to Lou Pollar, Jessup, Pa., merchant who will be commercial manager of the station and who owns 49.6% of its stock. The other chief stockholder is Martin F. Memolo, farm manager, who will become manager. He also owns 49.6%. Charles R. Capp, formerly an engineer with WMCA, New York, will be program director. Adolph Oschman, formerly with WQAN, Scranton, will be chief engineer. Announcers are being supplied through Patsy Kelly of NBC in New York. Equipment is RCA throughout, with tower being supplied by the local Anthracite Bridge Co.

## Kem Fertilizer Spots

KEM LIQUID PLANT FOOD Corp., New York, has started its annual spring campaign using daily participations on the *Polly the Shopper* program on WHN, New York, and three participations weekly on Myrtle Labbitt's *Home Chats* program on CKLW, Detroit. On April 1, the company starts three *Women's Radio Journal* programs weekly on WIND, Chicago. Walter Windsor contracted for the time on behalf of Williams & Saylor, New York, the agency in charge.

### Facility Changes in Canada

POWER increases have been authorized for CFGP, Grande Prairie, Alta., from 100 watts to 250 watts, and CHSJ, St. John, N. B., from 100 watts to 1,000 watts. CFGP will start its new power this summer and changes frequency April 1 from 1210 to 1310 kc. CHSJ will have its transmitter ready in the autumn.




# Spread it on Thick where it does the most Good

# ..in "America's Money Belt"

*As Our Chinese Friend* says, if you want to get rich — *go where there's money.*

In our primary area there are more than 1,403,000 radio homes . . . all representing folks who need and will buy *somebody's* refrigerators, or soap, autos, toothpaste, tires, rugs, cereals, shoes, tobacco, cosmetics — and whatever else any modern, 1940 American family needs.

They have the purchasing power, too. For the people who live within our area annually spend $1,576,659,000. That's more than a billion dollars to be spent *this year* for *somebody's* products.

Will they be yours?

* * *

With a 3-station combination of WMT and WNAX, plus either of the Des Moines stations, KRNT or KSO, an attractive combination rate is available. In this way you effectively blanket a market of more than six million persons — for little cost.

For more details about America's Money Belt write the Cowles Stations, Des Moines, Iowa.

## The Cowles Stations

WMT ★ KRNT ★ KSO ★ WNAX

CEDAR RAPIDS WATERLOO — DES MOINES — DES MOINES — YANKTON SIOUX CITY

WMT KRNT KSO WNAX

*Affiliated with* THE REGISTER AND TRIBUNE, Des Moines, Iowa

*Represented Nationally by* THE KATZ AGENCY

# Major Networks Provide Numerous Premium Offers

## Diversified List of Articles Offered Listening Public

IN ADDITION to cash prize contest offers [BROADCASTING, March 1], national networks report numerous premium offers for listeners on commercial network programs. With MBS reporting no current offers of this type on any of its programs, a list of program-offers on NBC-Red and Blue and CBS, currently in effect, follows:

### NBC-RED

Colgate-Palmolive-Peet Co. — *Ellen Randolph* (Super Suds), 8 packs flower seeds for 10c and box top.

General Mills—*Jack Armstrong* (Wheaties), magic answer box for 10c and box top trademark.

Andrew Jergens Co.—*The Parker Family* (Woodbury soap), four cakes of soap for price of three plus 1c, available at dealers. (Also on same program on NBC-Blue).

Benjamin Moore Paint Co. — *Betty Moore* (paint), membership in Triangle Club and semi-annual home decorating booklets, free for writing.

Chas. H. Phillips Chemical Co.—*Waltz Time* (Phillips milk of magnesia toothpaste), Libby Safedge glasses, one free with 25c tube, two with 50c tube of toothpaste. Same offer on *Lorenzo Jones* and *Young Widder Brown* on NBC-Red, and *Amanda of Honeymoon Hill* on NBC-Blue.

Pillsbury Flour Mill Co.—*Woman in White* (Pillsbury flour), smorgasbord booklet and flower seeds, each for 10c and Pillsbury Star label.

Procter & Gamble Co. — *Ma Perkins* (Oxydol), six packs flower seeds for 10c and box top.

Standard Brands — *Chase & Sanborn Hour* (C&S coffee), cardboard likeness of Mortimer Snerd for 10c and dated bag front; *I Love a Mystery* (Fleischmann's Yeast), seeds valued at $1.50 for 10c and six yeast labels; *Those We Love* (Royal Desserts), silver-plated Pinocchio spoon for 10c and package front.

William R. Warner Co.—*Youth vs. Age* (Sloan's Liniment), question book for Sloan's Liniment carton.

R. L. Watkins Co.—*Backstage Wife* (Dr. Lyon's tooth powder), Bluebird pin for 10c and carton.

### NBC-BLUE

Modern Food Process Co.—*The Moylan Sisters* (Thrivo dog food), photo for 3c stamp and Thrivo label.

Sherwin-Williams Co. — *Metropolitan Opera Auditions* (paint & varnish), 1940 S-W Home Decorator, free for writing.

(See NBC-Red for offers on both NBC networks.)

### CBS

Colgate-Palmolive-Peet Co. — *Hilltop House* (Palmolive soap), jade brooch for three Palmolive wrapper bands and 15c in coin; *Myrt & Marge* (Super Suds), eight packs flower seeds for boxtop and 10c, three initialed silverplate teaspoons for 25c and Colgate toothpaste panel (latter offer on *Ask-It-Basket* and spot announcement before *Myrt & Marge*).

Cudahy Packing Co.—*Bachelor's Children* (Old Dutch Cleanser), silver plated cake server for 50c and three Old Dutch labels (75c in Canada).

General Foods Corp. — *Joyce Jordan* (Minute Tapioca), free recipe book for writing; *Kate Smith Speaks* (Swans Down, Calumet), cookbook for 6c in stamps.

General Mills — *By Kathleen Norris* (Wheaties), free recipe folder for writing.

Lever Bros. Co.—*Aunt Jenny* (Spry), five packs flower seeds for 10c and Spry disc from can top.

### Echoes of 'Adam & Eve'

COPYRIGHT infringement suit of $1,000,000 against Mae West, NBC and others, filed by Joan Storm, Hollywood writer, more than two years ago in Los Angeles, was dismissed on March 18 by Federal Judge Harry Hollzer. Miss Storm claimed part of her script, *Love & Applesauce*, was lifted and used by Miss West in the much discussed *Adam & Eve* skit on the NBC *Chase & Sanborn hour* Dec. 12, 1937. Judge Hollzer ruled there was not enough similarity to constitute infringement. Others named in the suit were Don Ameche; Arch Obelor, radio writer; J. Walter Thompson Co.; Standard Brands, and RCA.

### Wilson to Add

WILSON & Co., Chicago (Ideal dog food), has started a varying schedule of 100-word participation announcements and five-minute transcribed musical shows on nine stations, and six-weekly five-minute United Press news periods on WMAQ, Chicago. Stations selected are WGY, Schenectady, N. Y.; WIRE, Indianapolis; WSPD, Toledo; WTAM, Cleveland; WBNS, Columbus; WKRC, Cincinnati; WTMJ, Wilwaukee; WCAE, Pittsburgh; KSD, St. Louis. Stations in approximately 10 additional markets will be added in the near future according to A. J. Engelhardt, account executive of U. S. Adv. Corp., Chicago, the agency.

## CAMPAIGN DRAMA
### Sponsored Serial Highlights Gubernatorial Entry

NOVEL departure in political broadcast technique is the dramatized life of Terry Carpenter, candidate for Governor in Nebraska, carried as paid advertising by KFAB, Lincoln. The 29 daily dramatic interludes trace the boy-to-man development of Candidate Carpenter, well-known independent oilman of the State. The idea has caught the fancy of KFAB listeners and has drawn good newspaper publicity.

The serial, simulating *March of Time* lines, was produced by Had Hughes, KFAB production manager. The cast, which includes beside the character of Terry Carpenter his wife, mother, sundry "oil barons, bankers, customers etc." who entered his true-life experiences, a narrator and announcer, was drawn entirely from KFAB talent.

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TRANSFER of the license of WSUN, St. Petersburg, from the St. Petersburg Chamber of Commerce to the City of St. Petersburg, which makes annual appropriations for its operation though it is conducted on a commercial basis, was authorized by the FCC March 22. WSUN shares 620 kc. with WFLA, Tampa.

## BOYS AND BONDS
### WGN Show Offers Galaxy of Well-Known Folk

WGN, Chicago, produced a good example of station showmanship on March 12 when Quin Ryan, general manager, staged a show for more than 3,000 high school boys from Chicago's public and parochial schools on behalf of Bonds, Chicago clothing company, sponsor of Ryan's evening news broadcasts.

Mr. Ryan

The show, staged in the Terrace Casino of the Morrison Hotel, included on its entertainment staff such personalities as Edgar Kennedy, movie comic; Chester Gould, creater of *Dick Tracy*, cartoon detective; Bill DeCorrovant, much publicized Northwestern football star; Marshall Goldberg, former Pitt All-American who now plays for the Chicago Cardinals; "Eggs" Manski and Jack Manders, members of the Chicago Bears, pro football team; Hack Wilson, onetime Chicago Cubs slugger; "Brick" Owens, former American League umpire; Wally Fromhart and Tony Lawless, coaches, respectively, of Chicago's Mt. Carmel and Fenwick high school football teams; Barney Ross, former world's boxing champion; five members of the Chicago Blackhawk hockey team; the Northwestern Glee Club of 40 voices; Edward Cochran, sports editor of the *Herald-American*, and three WGN stars, Guy Savage, Jess Kirkpatrick and Paul Fogarty. Only out-and-out carnival act was "Aussie", the boxing kangaroo.

Bonds distributed tickets to the affair through their city stores via announcements on Ryan's news shows. The sponsor passed out 60 door prizes.

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EIGHTEENTH annual convention of the National Industrial Advertisers Assn. will be held Sept. 18-20 at the Hotel Statler, Detroit.

KANSAS went MBS March 16 when the newly-formed Kansas Network, comprising five outlets, tied into the nation-wide network. WHB, Kansas City, is the key. Kansas State Radio Network was officially organized March 11 in Wichita. At the session were (seated l to r), Selleck B. Warren, KTSW, Emporia; H. K. Lindsley, KFBI, Wichita (which joins about May 1 upon removal from Abilene); R. J. Laubengayer, KSAL; Don Davis, WHB. Back row, N. E. Vance, KSAL; Herbert Hollister, KFBI; K. W. Trimble, KTSW; Kay Payle, KFBI; and Leo Legleiter, KVGB, Great Bend.

### Gulf Plans Spot Drve, Summer Mystery Series

GULF OIL Corp., Pittsburgh, for its spring Spray insecticide campaign, is preparing a new series of 32 twice-weekly quarter-hour transcribed programs featuring Jack Berch. The series will be placed on a large list of stations, as yet unselected, throughout the country. AMP is doing the recording and Young & Rubicam, New York, handles the account.

On April 28 Gulf will replace its *Screen Guild Theatre* on CBS with *Adventures of Ellery Queen*, mystery series, Sundays, 7:30-8 p.m. (EDST). As the *Screen Guild* show leaves the air April 21, it is estimated the program will have brought $570,000 to the Motion Picture Relief Fund treasury. Since starting on CBS under Gulf sponsorship in 1938, some 200 screen stars and featured players have donated services with an estimated worth of $787,000. Among these have been 57 whose film contracts ordinarily forbid radio appearances.

### Stations Aid Census

CENSUS Bureau officials indicated to BROADCASTING March 22 that "very satisfactory" response has come from radio stations, both English and foreign language broadcasters, to the Bureau's requests for cooperation in explaining procedure and various phases of the 16th Decennial Census, to start April 1. Early in March the Census Bureau offered U. S. foreign language stations translations in seven languages of two-voice question-answer scripts based on Census procedure, and notified all other stations of the availability of similar information in script form, designed to supplement the transcribed *Uncle Sam Calling* series produced by the U. S. Office of Education.

### Meloripe Using 4

MELORIPE FRUIT Co., Boston, on March 13 started a 13-week campaign of one-minute announcements transcribed by WOR (Newark) Transcription Service thrice weekly on shopping and food hints programs on WEEI and WNAC, Boston, and WJAR, Providence. BBDO, New York, is agency.

### Zonite Starts Campaign

ZONITE PRODUCTS Corp., New York, on April 1 starts a campaign of 11 spot announcements weekly for Forhan's toothpaste on WPRO, Providence, and later in the month will use seven spots weekly on KGW, Portland, Ore. More stations may be added. Erwin, Wasey & Co., New York, is the agency in charge.

### Armour Soap Spots

ARMOUR & Co., Chicago (Luxor soap), on March 25 started a twice-weekly schedule of its quarter-hour transcribed *Musical Powder Box* show on WGN, Chicago; WJR, Detroit; WTAM, Cleveland. Lord & Thomas, Chicago, handles the account.

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HELEN MENKEN, the CBS star of the *Second Husband* series, on March 23 was chosen radio's "best dressed woman" in a poll of fashion designers and stylists announced during a broadcast from the Fashion Academy's annual spring luncheon in New York.

# MY BOSS IS A GOOD EGG-BUT BOILED VERY HARD!

**1** "Why must I always make allowances?" he yells. "Why can't people give me what I want?"

**2** They had been explaining some of the Musts and Must-Nots of Advertising.

**3** "If I want a daytime news-broadcast on some stations and a hill-billy band for an hour on another, why can't I have them?

**4** "Or if I want to give one territory twice as much socko in radio as another or fit different merchandising plans to different markets—

**5** "Or if I want to test three or four shows or get behind a sales drive in the East or the West or the South—

**6** He paused for breath. "You can do any or all of those things," sez I. "You've got spots before your eyes," he answers. "You're right," I reply, "SPOT RADIO."

## IF YOU WANT WHAT YOU WANT WHEN AND WHERE YOU WANT IT

Whatever his budget for broadcasting, the advertiser who uses SPOT RADIO can fit it to his plan—flexibly, economically, and with immense satisfaction.

Any length of program, live or transcribed, on few or many stations—network or independent—at best available periods for every time zone. SPOT RADIO is for individualists.

**ANY TIME ANY LENGTH ANY WHERE**

*For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.*

## EDWARD PETRY & CO. INC.

*Representing leading Radio Stations throughout the United States—individually*

*Offices in:* NEW YORK · CHICAGO · SAN FRANCISCO
DETROIT · ST. LOUIS · LOS ANGELES

# "new and endless source for music with Human Appeal"

—writes Josef Cherniavsky, Director of Music, WLW

EUGENE PERAZZO, featured organist at the Novachord, with JOSEF CHERNIAVSKY, Director of Music, WLW—WSAI

THE CROSLEY CORPORATION

WLW
WSAI & WLW
CINCINNATI

"A careful study and many experiments fully convinced me that the Novachord is the most important contribution to the music of tomorrow in Radio.

"In following up the policy of Mr. James D. Shouse, Vice-President in Charge of Broadcasting Activities, 'to give the listeners what they want,' WLW has three times received the VARIETY National Award, and now in planning and developing my new musical programs, I feel that the Novachord is a new and endless source for music with Human Appeal."

Sincerely yours,

Josef Cherniavsky

Josef Cherniavsky,
Director of Music,
WLW

From everywhere master-showmen . . . who give character to music for today's radio . . . are writing their praises of the Hammond Novachord.

And you can quickly, easily discover all for yourself the many reasons for this vigorous enthusiasm for the Novachord—as the world's newest news in music for radio.

You'll find the Novachord is played like a piano . . . that it produces beautiful piano-like tones . . . and that, by just turning the Tone Selectors, you can bring in the amazing musical effects of 'cello, flute, guitar, French horn, and dozens of others.

Then, you'll see for yourself how the Novachord will add new appeal . . . new enthusiasm . . . to your program-building ideas. And you'll know how the Novachord's vast opportunity for musical expression will give your artists a versatility that never grows old!

Or, if you'd like the proof in advance, write today for the Novachord's Experience in Radio. Address: Hammond Instrument Company, 2939 N. Western Avenue, Chicago

HAMMOND ORGAN STUDIOS: *New York*—50 West 57th Street
*Los Angeles*—3328 Wilshire Blvd. · *Hammond Dealers in Principal Cities*

*As you play the Novachord, just turn the Tone Selectors. Let it add musical effects of violin, clarinet, mandolin, tuba—and actually dozens of others.*

*The NEW Idea in music—by the Makers of the Hammond Organ!*

*See...Hear...Play* THE HAMMOND Novachord

at the Hammond Organ Studios . . . in the Hammond Building, 50 West 57th Street, New York

DUMMIES had their day as Bond Clothing stores in Detroit announced sponsorship of newscasts over WWJ by such window displays as this. Charles Arlington is newscaster. Neff-Rogow, New York, is agency.

## Disastrous Mine Blast Is Covered by WWVA

THREE hours after the disastrous March 16 mine blast at Willow Grove Mine near St. Clairsville, O., George W. Smith, station manager, Wayne Sanders, program director, and Paul J. Miller, production manager of WWVA, Wheeling, were at the scene after a fast trip and a 2½-mile walk from the nearest town. For days continuous contact was maintained with the mine office and rescue headquarters.

Besides its broadcasts direct from the mine frequent bulletins were phoned to the Wheeling studios. Recording equipment was used to obtain interviews, with gruesome and tear-jerking material omitted. WWVA aided in identifying one of the victims.

## *FOREIGN RATE CARD IS ISSUED BY NBC*

FIRST rate card to be issued by NBC to cover international shortwave services since the FCC authorized commercial sponsorship on these channels was made effective as of March 23 and covers the 25,000-watt WRCA, operating on 9670 and 21630 kc., and WNBI, operating on 6100 and 17780 kc. Stations operate simultaneously nine hours daily in the Latin American service, and the rate card is as follows:

**GENERAL BROADCAST ADVERTISING (GROSS RATES)**

(Rates for periods longer than one hour are in exact proportion to the corresponding one hour rates.)

| | Eastern Standard Time | 1 hr. | ½ hr. | ¼ hr. | *10 min. | *5 min. |
|---|---|---|---|---|---|---|
| SPANISH | | | | | | |
| CLASS A— | ( 8:00 P.M. to 10:00 P.M.) | $300.00 | $180.00 | $120.00 | $100.00 | $60.00 |
| CLASS B— | ( 5:00 P.M. to 7:00 P.M.) | 225.00 | 135.00 | 90.00 | 75.00 | 45.00 |
| CLASS C— | (11:00 P.M. to 1:00 A.M.) | 150.00 | 90.00 | 60.00 | 50.00 | 30.00 |
| PORTUGUESE | | | | | | |
| CLASS A— | ( 7:00 P.M. to 8:00 P.M.) | $180.00 | $108.00 | $ 72.00 | $ 60.00 | $36.00 |
| CLASS B— | ( 4:00 P.M. to 5:00 P.M.) | 135.00 | 81.00 | 54.00 | 45.00 | 27.00 |
| ENGLISH | | | | | | |
| CLASS A— | (10:00 P.M. to 11:00 P.M.) | $300.00 | $180.00 | $120.00 | $100.00 | $60.00 |

* Available only in restricted periods.

**DISCOUNTS AND REBATES**

**WKLY. DOLLAR VOLUME DISCOUNTS**

(Applicable only to schedules of 13 or more consecutive weeks of foreign broadcasting at rates listed above.)

| Contracted Value of Time at Gross Rates | Discount |
|---|---|
| Less than $120.00 per week | None |
| $120.00 or more but less than $180.00 per week | 5% |
| 180.00 or more but less than $240.00 per week | 10% |
| 240.00 or more but less than $300.00 per week | 15% |
| 300.00 or more per week | 20% |

Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate. Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%. From the rebate, if any, the Company shall deduct the excess agency commission previously allowed. All concurrent foreign broadcasting contracts for the same advertiser at the rates listed on this card may be combined for determining the rate of the Dollar Volume Discount. Discounts effective from beginning of service only on firm contracts or as contracts become firm.

**REBATES FOR CONSECUTIVE WEEKS**

| | |
|---|---|
| 26 to 38 weeks | 10% |
| 39 to 51 weeks | 15% |
| 52 weeks | 20% |

Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years therefor, earning their own rebates based on the number of consecutive weeks used.

## New Benny Contract

GENERAL FOODS Corp., New York (Jell-O), through Young & Rubicam, that city, has signed Jack Benny to a new contract which goes into effect on Oct. 6, after his usual summer vacation, when he resumes the weekly Jell-O program on 100 NBC-Red stations, Sunday, 7-7:30 p. m. (EST), with West Coast rebroadcast, 8:30-9 p. m. (PST). The new contract starts Benny on his seventh year for Jell-O and his ninth in radio. The expiring contract, which spanned three years and ends in June, was the first long term noncancellable agreement ever signed in radio. Although details of the new contract were not disclosed, it is understood that Benny gets a substantial salary increase over his previous stipend and will be given greater leeway in production.

LARGEST single network ever to carry a prizefight was used March 29 when 103 NBC-Blue stations broadcast the heavyweight championship bout between Joe Louis and Johnny Paychek, sponsored by Adam Hat Stores, New York. The total represents an almost 500% increase over the 21 NBC-Blue stations first used by Adam Hats when it first purchased the broadcasting rights to fights in 1937. Adam Hat on April 3 will sponsor the Garcia-Overlin middleweight championship bout on 90 NBC-Blue stations, with Sam Taub and Bill Stern at the microphones. Glicksman Adv., New York, is the agency.

## KIDS ARE BEST
### WOR Finds Youngsters Are Capable Quizees

THAT youngsters seem to have more stage presence or simply are less inhibited or selfconscious than their elders is one of the findings of Bill Slater's new juvenile show, *Junior Spotlight*, now being carried over WOR, Newark, at 9:30 Saturday mornings. Slater, a popular WOR sportscaster who in private life is headmaster of Adelphi Academy for Boys in Brooklyn, acts as m.c., selects three topics for discussion and picks boys and girls from the audience to voice their opinions. The audience, all juvenile, selects the winners by applause.

Slater has found that the youngsters make better contestants for quiz shows than parents, stating their arguments on the most obtuse subjects with a vigor and clarity of insight that is surprising. Best feature of the show is that they mince no words in letting the world know how they stand.

## Kirkman's Spots

KIRKMAN & SON, Brooklyn, on March 25 started a campaign for its soap flakes using five to ten spot announcements weekly on WGAR, Cleveland, WSPD, Toledo, and WFMJ, Youngstown. On April 1, the company starts a thrice-weekly quarter-hour Italian program *The Veiled Lady* featuring Diana Baldi, on WOV, New York, and WPEN, Philadelphia; 12 foreign language spots weekly on WBNY, Buffalo, and five spot announcements weekly on WNAC, Boston, and WBAL, Baltimore. Agency is N. W. Ayer & Son, N. Y.

## Scott's List of 40

SCOTT PAPER Co., Chester, Pa., on March 25 started its annual campaign for Scott towels and tissue using participations on women's programs on about 40 stations. J. Walter Thompson Co., New York, is agency.

## Knox News in West

KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling Gelatine), through Kenyon & Eckhardt Inc., New York, on April 15 assumes sponsorship thrice weekly of the news program, *Bob Garred Reporting*, on 6 CBS Pacific Coast stations (KNX KSFO KARM KOIN KIRO KVI), Mon., Wed., Fri., 7:30-7:45 a. m. (PST). Contract is for 52 weeks. Knox Gelatine Co. replaces Mennen Co., Newark (cosmetics), which terminates sponsorship of that program on April 12. Bathasweet Corp., New York (Bathasweet), through H. M. Kiesewetter Adv. Agency, that city, continues to sponsor *Bob Garred Reporting* on the same list of stations, Tuesday, Thursday, 7:30-7:45 a. m. Axton-Fisher Tobacco Co., Louisville (20 Grand cigarettes), through McDougall & Weiss, Chicago, sponsors the evening edition, Monday, Wednesday, Thursday, Friday, 5:45-5:55 p. m. (PST), on CBS Pacific Network.

## Radio Journalism Book

A NEW book on news broadcasting titled *Radio Journalism* [Burgess Pub. Co., Minneapolis, $2] written by Paul H. Wagner, instructor in radio and journalism at Indiana U, covers newscasting technique as observed in a two-year study. It is designed for use as a textbook by students with previous journalism study. Documentary material and theoretical matter are included.

### CBS Farm Staff Enlarged

CBS has announced three additions to the staff of farm reporters covering farm news for the *Country Journal* program, conducted on CBS by Charles Stookey, CBS director of farm broadcasts in St. Louis, and for the recently announced CBS farm news network [BROADCASTING, Feb. 15]. New reporters are Grady Cole, director of farm broadcasts of WBT, Charlotte, who will cover North and South Carolina, Georgia and Florida; Harwood Hull of WAPI, Birmingham, who will cover Alabama, and Gene Shipley of WIBW, Topeka, to cover Kansas.

MAN-IKENS for a Bond Clothes style show staged by WFBL, Syracuse, recently were members of the WFBL staff. Sensational, claims WFBL, in describing their skill as portable clothes hangers. Some 600 persons saw the show, participated in a musical spelldown, and took home some free radio sets and groceries. Jim DeLine and Neal Moylan were masters of ceremony, with Don Anderson's Minute Men giving Bonds a break.

# Los Angeles Area AFM Pact Looms

## Higher Pay In Some Cases; Negotiations Harmonious

NEW WAGE deals and improved working conditions for musicians employed by Los Angeles area major broadcasting stations are being negotiated by Musicians Protective Assn., Local 47, American Federation of Musicians. Contracts under which stations have operated for the last year have expired. New agreements in several cases will cover more than the customary one-year period, it was said.

While details of all new contracts have not been revealed, it is known that pay classifications for several types of musical work will be increased materially. Most of the details have been worked out harmoniously and no hitches are anticipated to mar a mutual agreement being reached over all contracts, according to both musician and station officials.

### KHJ Contract

KHJ, the Don Lee Broadcasting System key station in Los Angeles, has appointed Dave Rose, Hollywood composer, arranger and pianist, as musical director succeeding Alvino Rey. The station has agreed to spend a minimum of $50,000 in wages and employ a minimum of 18 men during 39 weeks of the current year. Wage scale is based on the current coast-casual rate. When the orchestra is used on transcontinental broadcast, the wage scale will be at that prevailing rate.

If the orchestra is sold to an advertiser, the station's quota will be raised by one-half of the amount paid in wages under sponsorship. The KHJ contract for last year, arranged under the AFM blanket pact which expired in January, called for an expenditure of $84,000, but Don Lee Network spent around $96,000, according to Willet H. Brown, assistant general manager.

KMPC, Beverly Hills, Cal., recently granted an increase in power and fulltime operation by the FCC, becomes a Class A station by October, 1940, and will be using a quota of 12 men in its orchestra by that time, according to musicians union classification. The station has been using a six-man orchestra, but will add one man each month until the quota is reached in October. Now a CBS affiliate, KMPC at present is in Class C and will be rated in Class B from July until October. With the new setup, Hugh Lawrence has been appointed musical director of the station, succeeding Oliver Alberti. Formerly musical director of WGAR, Cleveland, he has been in Hollywood for the past two years doing radio and film work.

### 'Invasion From Mars' Study

THE 224-page study, *Invasion from Mars*, published by Princeton University Press [$2.50], a salient chapter of which was featured in the March 1 BROADCASTING, will be issued in book form April 15. Containing the complete script of the Orson Welles CBS broadcast, the book is subtitled "A Study in the Psychology of Panic" and is the work of Prof. Hadley Cantril, Princeton psychologist, with the assistance of Hazel Gaudet and Herta Herzog. The book is one of a series of studies being made by the Princeton Radio Project.

### New P & G Quiz

PROCTER & GAMBLE Co., Cincinnati, on March 23 started a new quiz program, titled *Truth & Consequences* on four CBS stations—WABC, New York; WDRC, Hartford; WPRO, Providence, and WORC, Worcester, Saturdays, 9:45-10:15 p.m. Ralph Edwards, originator of the program, is m.c. and Bill Meader, supplies musical interludes on the organ. A total of $55 in cash prizes is awarded each program. For each consequence idea and each question and answer submitted and accepted, $10 and $5 are awarded respectively. Contestants receive $15 for correct answers, $5 and three bars of Ivory soap for each consequence attempted, while $20 goes to the person best accomplishing a consequence. Compton Adv., New York, is the agency in charge.

### Shredded Wheat in Canada

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs) started April 1 an eight-week campaign with 10 transcribed announcements weekly on 10 stations in Eastern Canada. Account was placed by Cockfield Brown & Co., Toronto.

ZOUNDS, my hearties, away to the battle, prithee! Thus, perhaps, spake Karl O. Wyler, manager of KTSM, El Paso, as he addressed a recent Chevrolet sales meeting dressed in this musketeer's regalia. The stunt worked so well that he was planed to Phoenix for a similar meeting.

## STEREOPHONIC MUSIC RECORDING

### Bell Laboratories to Demonstrate Method Said To Yield Every Sound the Ear Can Hear

BELL TELEPHONE Laboratories will give the first public demonstration of "stereophonic reproduction of enhanced music" at Carnegie Hall, New York, April 9-10. New recording equipment and technique now make possible "recording and reproducing every sound that the ear could have heard initially," the announcement states, continuing that "the listener in Carnegie Hall will have the same spatial sense as to the course of the sounds as if he were sitting in the original hall and in addition he will hear the music enhanced by variations of loudness and tone quality according to the interpretation of the original director."

Technique worked out by Dr. Harvey Fletcher and his associates—E. C. Wente, J. C. Steinberg, W. B. Snow, R. Biddulph, L. A. Elmer and A. R. Soffel—picks up the original sounds through three microphones at the right, center and left of the stage. Sound currents from each microphone are amplified and recorded on three separate sound tracks on moving film. Since an orchestra or an organ has a volume range much greater than can be recorded without distortion on a photographic film, it is necessary to "compress" the original range of sounds before recording. A fourth track records the amount of compression as an automatic control for the "expansion" of the volume range which must be made in reproduction.

When the film is run through the reproducer three separate sound currents are created, each actuating its own set of loud speakers, located at right, center and left of the stage as were the pickup microphones. This arrangement, with the wide frequency and volume range of the system, gives "spatial and emotional values heretofore unknown", says the announcement.

Performances of Leopold Stokowski and the Philadelphia Orchestra, of the Tabernacle Choir and organists in Salt Lake City, and of Paul Robeson and other artists, recorded by Dr. Fletcher and his staff, will be played at the demonstration. Following the original recording, auditions were given at which the artist or director was able to vary his original interpretation at will, softening it to the faintest pianissimo or amplifying it to a volume ten times that of any orchestra without altering the tone quality in the slightest. These self-enhancements of the original music, re-recorded on film, are the permanent recordings which will be heard at Carnegie Hall.

## SAVED THE CLUB

### KOTN Raises Funds as Team Encounters Crisis

KING baseball will reign over Pine Bluff, Ark., this summer because B. J. Parrish, manager of KOTN, Pine Bluff, pinch-hit in time of trouble for the Pine Bluff Judges, local entry in the Cotton States League, where the franchise was jeopardized by lack of funds.

When the situation was presented to Mr. Parrish just two days before the league deadline, he put several spot announcements between programs asking baseball fans to tune to KOTN that evening. The mayor, C. of C. secretary and several citizens appealed for funds to raise the necessary $750.

Radio-equipped cars were stationed in the various districts to collect all telephoned contributions. Determined to stay on the air until the needed $750 was raised, KOTN six hours later announced that contributions totaled $1,250 and that the Judges would play ball.

## CBS Education Board To Consider Proposals For Extended Service

FOURTEEN leaders in public education and public life, member of the CBS Adult Education Board, have been invited by CBS President William S. Paley to attend a meeting in New York April 8. According to President Paley's announcement, the group will meet to review CBS educational activities of the past year and discuss proposals for new educational projects and extension of present programs. Sterling Fisher, CBS director of education, will present his annual report at the meeting.

According to advance analyses of Mr. Fisher's report, in addition to *Americans at Work* and *People's Platform*, which were created at the instance of the board, two new series have been added to CBS' educational schedule—*Columbia's Country Journal* and *Which Way to Lasting Peace?*—and changes effected in other programs to keep them abreast of educational developments. In addition, plans have been announced for extension next fall of CBS's *American School of the Air* to Canada and Latin America.

Members of the CBS Adult Education Board include: Lyman Bryson, Teachers College, Columbia U, chairman; Dr. Stringfellow Barr, president, St. John's U; William Benton, vice-president, U of Chicago; Dr. Harry Woodburn Chase, chancellor, New York U; Father Robert I. Gannon, S. J., president, Fordham U; Alvin S. Johnson, director, New School for Social Research, New York; Henry R. Luce, chairman of the board, Time Inc.; Spencer Miller Jr., director, Workers Education Bureau of America; Mrs. Ruth Bryan Rohde, former U. S. Minister to Norway; Rep. T. V. Smith, of the U of Chicago; Dr. George Edgar Vincent, former president of Rockefeller Foundation; William Allen White, publisher, *Emporia* (Kan.) *Gazette;* Dr. Ray Lyman Wilbur, president, Stanford U; and Dr. Joseph H. Willits, Rockefeller Foundation.

### NBC Inspects S. F. Sites

ON THE EVE of NBC's celebration of its western division's 13th anniversary April 5, Mark J. Woods, vice-president and treasurer, went to San Francisco in mid-March to inspect sites for the proposed new NBC building to be erected in that city. He was accompanied on his tour of the proposed sites by Al Nelson, manager of KGO-KPO. First NBC-Pacific Coast program was heard April 5, 1927 over a network which linked stations in San Francisco, Los Angeles, Seattle, Portland and Spokane. The western division, still under Don E. Gilman, vice-president, now serves 11 western States and Hawaii, with 36 stations affiliated with the Red and Blue networks.

### Film Commentators Organize

IN AN effort to raise the standard of film commentaries on the radio, David Lowe, film commentator of WNEW, New York, has organized the National Film Commentators Circle, which now lists 80 members from 30 States. Eligible for membership are those commentators who are actively engaged in broadcasting at least one program a week of screen news and comment on a station in his home city.

# DETROIT—

## *The Greatest Industrial Market in the World Can Be Covered With One Radio Station—*

# WWJ

*The Established Detroit Trading Area consists of Six Counties Within 50 Miles of Downtown Detroit*

◆ Of all the six major industrial regions in the United States, the Detroit area in 1939 was the only area to register an increase in factory employment over 1938, according to the Detroit Board of Commerce. Detroit's gain was 28.7%.

◆ Continuing its rapid pace this year, Detroit's industrial employment index for February stood at 110.7 as compared with 99.3 for February, 1939. This increase represents a *gain* of some 40,000 workers and brings the total to *380,000 now employed in factory work, alone!* Both automobile production and passenger car deliveries in Wayne County (Detroit), have shown a substantial increase thus far in 1940 over the corresponding period of 1939.

◆ Just as Detroit leads the world in industrial activity, so does WWJ lead all Detroit radio stations in listener-interest, coverage of buying-power homes, community service and prestige—qualities of prime importance to advertisers.

◆ Investigate the exceptional sales opportunities offered by Detroit—and WWJ—now!

WWJ

*National Representatives*
**George P. Hollingbery Company**
New York : Chicago
San Francisco : Atlanta

*America's Pioneer Broadcasting Station*

*Member NBC Basic Red Network*

# Revisions Sought In New York Bill

### Perry Measure Ignores All Rights of Broadcasters

ALTHOUGH the Perry Bill [BROADCASTING, Feb. 1, March 1] was passed by the New York State Senate on March 19 unanimously and without debate, the State's broadcasters are hopeful that the Assembly will not give its approval to the bill in its present form. Instigated and supported by the National Assn. of Performing Artists and the American Federation of Musicians, the measure is designed to protect the interests of radio performers by making it a larceny to record any radio broadcast or to offer such a recording for sale without the permission of the performers.

As passed by the Senate, the bill included an amendment to the effect that it "is not to apply to any act of recording for private, personal, civic or political use or to any recording of any address or talk on subjects of a political, educational, religious or civic nature."

#### Committee Appeal

The broadcast interests have appealed to the Rules Committee of the Assembly, where the bill is now under consideration, pointing out that while the measure protects the interests of the artists it does not mention the rights of the broadcasters or recognize that any such rights exist. By ignoring the broadcaster's rights in programs which have been created only because the broadcaster maintains studios and transmitting facilities and employs writers, producers and technicians in addition to paying copyright proprietors for the right to broadcast their works and to paying artists for their performances, the bill implies that all property rights belong to the performers and so would work an injustice on the broadcasters, it is claimed.

At a public hearing on the Perry Bill before the combined code committees of both Senate and Assembly it was recommended that a compromise measure, protecting the rights of the broadcaster as well as those of the artist, be drawn by the conflicting interests, but the NAPA and AFM representatives have shown little interest in attempts by the broadcasters to work out such a compromise, it is reported. Meanwhile, the companion measure to the Perry Bill, introduced by Assemblyman Meyer Goldberg (R-Manhattan), was killed in committee.

## KTRB Is Reorganized

PARTNERSHIP of Thomas R. McTammany and William H. Bates Jr. in the ownership and operation of KTRB, Modesto, Cal., has been broken up, and an application has been filed with the FCC for assignment of license to a corporation to be known as KTRB Broadcasting Co. Inc. Mr. McTammany has not been active in the station for some time, and it is understood his interest has been purchased for about $20,000. Mr. Bates, manager, would become controlling stockholder with 3,396 out of 4,000 shares. Qualifying shares would be held by William H. Bates Sr.; Cecil Lynch, program director; Frank C. Damrell, attorney; Leslie A. Cleary, attorney.

# A BUSINESS BUILT BY A BOY

### Sponsor's Young Son Proves Key to Radio Success of Salt Lake City Firm

EXPANDING in 20 years from a small shop and used-materials yard to a modern plant covering half of one of Salt Lake City's 10-acre blocks, Ketchum Builders Supply Co. gives much of the credit for its growth to its use during the last 12 years of an increasing amount of time on KSL, Salt Lake City. During this time the firm doubled its business four separate times and progressed in its use of radio time from spot announcements to regularly scheduled formal programs.

When C. H. Ketchum, manager of the company, decided to branch out into formal programs, he recognized in his 8-year-old son, Bob, an unusual talent for homely philosophy. Pursuing a programming course of keeping all material within the understanding of the average listener, young Bob was put on the air as a Sunday afternoon *Boy Philosopher*. He has been at it ever since, and today officiates at substantially the same type program once each week. Ethel Hogan, who started at the same time, furnishes musical background for the program on the organ.

Five years ago an early-morning five-minute strip was added to the KSL schedule. Bob read poems. Although no offer was made, people began writing in for the verses. The format of this program has varied a bit, but Bob continues the homey, personal appeal that keeps drawing response—and sales—from his listeners.

"We reach customers more directly through radio than any other media," comments Mr. Ketchum the elder. "From the very first announcement we felt a definite buying impetus. Although we were using only spot announcements, people would come into our store, would telephone and write in response to our radio 'program'. As a result, from the time we first used radio, we've leaned on it more than any other advertising form. Occasionally we use supplementary stations, but KSL draws practically all the radio appropriation. Our business has doubled itself four times since we began using radio, and I honestly believe radio has been a major factor in making the increase possible."

YOUTHFUL commentator on the homilies of life—and a veteran at it—is Bob Ketchum, heard regularly as the *Boy Philosopher* on KSL, Salt Lake City. Young Bob, whose dad, C. H. Ketchum, is head of the sponsoring Ketchum Builders Supply Co., has been featured on the firm's programs almost since they were first started. He is 16.

RALPH L. LEWIS, real estate and insurance agent, who since last May has been mayor of Goldsboro, N. C., has applied to the FCC for a new 250-watt station on 1370 kc. in that community.

WHEN the Cleveland Indians left for winter training at Fort Myers, Fla., early last month, they were given a sendoff banquet and the proceedings were broadcast over WCLE with baseball broadcasters Jack Graney and Pinky Hunter presiding. Oscar Vitt, manager of the Indians, is pictured here with a giant baseball bat, given him by Hunter. Left to right are Hunter; Vitt; Kermit A. Paulson, sales supervisor for the Washburn-Crosby Co., subsidiary of General Mills; Clyde C. Pelton, branch manager for Washburn-Crosby, and Graney. General Mills and Socony-Vacuum will again co-sponsor the Indians games on WCLE and WHK, with Graney and Hunter doing the play-by-play.

# Study of Children And Radio Urged

### Youthbuilders Says Present Plan Gets Adult Views

SURVEY of children to discover program likes and dislikes of younger listeners is advocated by Sabra Holbrook, executive director of Youthbuilders Inc., New York social organization. Commenting on announcement that the NAB and the new Radio Council of Children's Programs would make a child program survey [BROADCASTING, March 1], she raised the question whether information gathered only from adults "will be sufficient evidence for the sponsors of children's programs".

Youthbuilders' interest in the field of juvenile radio, says Miss Holbrook, "is prompted by the theory that what the child craves recreationally, he craves because of psychological need". "We are therefore concerned with determining his wants, and then making these available to sponsors, in the hope that the sponsor will find it commercially profitable to accede to the child's wants, and thus be instrumental in fulfilling our purpose of satisfying the child's needs.

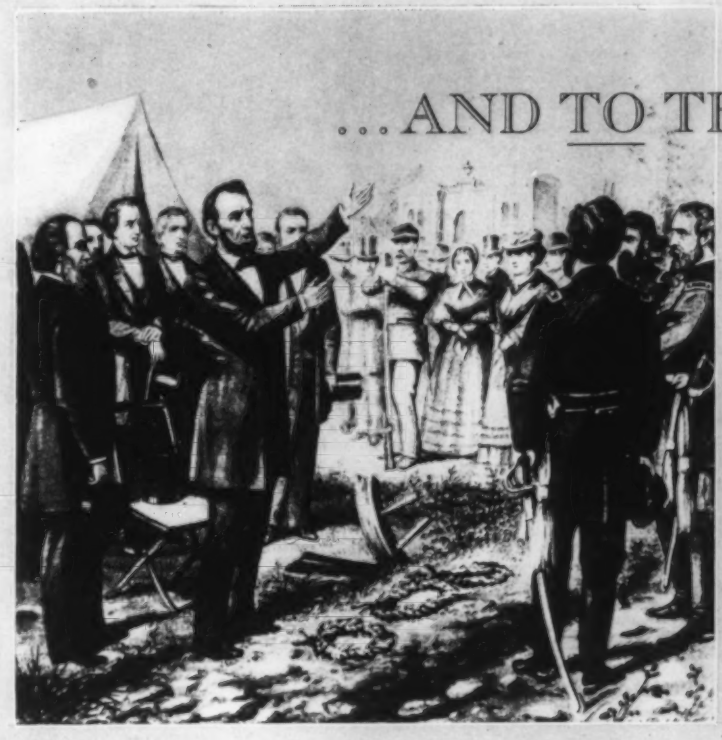
#### Lack of Funds

"For that reason we have ourselves been extremely anxious to undertake a national survey among school children which would indicate clearly not only children's preferences among programs, but the production elements responsible for these preferences plus the outside factors such as age and environment, which also influence children's radio choice. Failing ourselves the necessary funds for a project on this scale, it is our earnest hope that some other organization with equal access to school children and with adequate financing may be encouraged to meet this challenge."

It is claimed by Miss Holbrook that children are listening to the radio advertising for floor wax, shaving cream, coffee and proprietaries rather than to the advertising of products such as cold cereals over whose purchase they have an important influence. She points out that it is apparently possible to build a program for children over 10, such as *Sky Blazers* or the *Lone Ranger*, which will also attract children under 10. But it is not possible, she continues, to build a program for children under 10 which will appeal to the upper age groups. Among program elements necessary to attract both age groups she mentioned realism, variety and separation of fantasy and realism.

FORD MOTOR Co., Detroit (autos), through N. W. Ayer & Co., Philadelphia, has signed Leigh Stevens, Hollywood musical director of the CBS *Big Town* program, sponsored by Lever Bros. (Rinso), to conduct the orchestra for the *Ford Summer Hour*, which replaces the *Ford Sunday Evening Hour* on that network May 19. Jessica Dragonette will be featured vocalist.

E. W. AND J. C. Lee, owners of KFXM, San Bernardino, Cal., and Richard T. Sampson, chief engineer of KAWM, Gallup, N. M., are among stockholders in a company applying to the FCC for a new 250-watt station on 1420 kc. in Riverside, Cal. Also in the group is Harry Hammond, publisher of the *Riverside Daily Press*.



# ...AND TO THE PEOPLE!

**Carved now in marble in America's most noble memorial, are the immortal words of the Gettysburg Address. Few even among those gathered on the battlefield heard them as they were spoken. Days, weeks, and even months and years were consumed before the speech traveled to all parts of the world. Radio would have winged it *to the people* instantly.**

## A Service the Family of RCA Might Have Rendered

THE Family of RCA has kept a good many dates with history. As we shape our plans for presenting all sides of the issues of democracy *to the people* in this election year, we recall one date with history we wish we could have kept. It was before our time.

Just suppose there could have been an NBC microphone before the speakers at Gettysburg! Then the greatest words ever spoken by an American would have received an instantaneous world-wide hearing. Out over the two major National Broadcasting Company networks! Across the world via R.C.A. Communications, the radio message service of the Radio Corporation of America! To ships at sea through the radio services of Radiomarine!

The assembled crowd on the battlefield would hear each word clearly, impressively, thanks to a sound system developed in RCA Laboratories and built by the RCA Manufacturing Company. Listeners everywhere would hear a lifelike reproduction of the speech on RCA Victor radios. And motion picture audiences would listen to the address recreated by the RCA Photophone Magic Voice of the Screen.

Record lovers would, of course, turn to Victor for a higher fidelity recording of the American masterpiece. And the Gettysburg Address would be relived time and time again on RCA Victrolas.

You may be sure that the members of the Family of RCA will continue to dedicate themselves to their responsibilities *to the people*. Whatever radio can do will be done to further the cause of government "*of the people, by the people, for the people.*"

• • •

Trademarks "RCA Victor," "Victor," "RCA Victrola" Reg. U. S. Pat. Off. by RCA Manufacturing Company, Inc.

# Radio Corporation of America

RADIO CITY, N. Y.

RCA Manufacturing Co., Inc. — National Broadcasting Company — RCA Laboratories
Radiomarine Corp. of America — R.C.A. Communications, Inc. — RCA Institutes, Inc.

WITH March winds howling, WLW, Cincinnati, recently sent a special events crew out-of-doors for a first hand description of sugarin'—claimed by WLW as the first broadcast ever made from a maple sugar camp. Here on a farm near Xenia, O., Ed Mason (left), farm program director of the station, leans on a big sap barrel to interview D. H. Keiter, 83-year-old farmer, as Mr. Keiter made his rounds among the maples. At right in background, standing in front of the WLW-WSAI mobile unit, is Charles Grisham, of the WLW farm department.

## KNX-Philco Campaign Gets Radios for Schools

INSPIRED by a similar campaign conducted during early February by KSFO, San Francisco and KROW, Oakland, KNX, Hollywood, with cooperation of Southern California Philco radio dealers, in March embarked on a two-week effort to secure receivers for more than 200,000 school children in 10 Southern California counties whose classrooms have no sets [BROADCASTING, Feb. 15].

A mid-February survey conducted by KNX revealed that although every school in Southern California had at least one set, only one in five had a sufficient number of receivers for use of all its students. With this information, KNX sought cooperation of Listenwalter & Gough, Los Angeles Philco distributors, to remedy the situation. During the two weeks, the firm conducted a sales campaign accepting old radios as trade-in on new sets. The old ones were reconditioned and placed in classrooms throughout the Southern California territory without cost to schools. More than 4,500 sets were secured. So successful was the campaign that Philco distributors are continuing it with plans to place additional receivers in schools in other areas where children are deprived of radio educational programs.

Carrying out the campaign as conducted in the San Francisco area, the Philco distributors used newspaper space, display cards, window streamers, etc., to advertise the plan. Spot announcements before and after the CBS *American School of the Air* were purchased on KNX by Listenwalter & Gough. KNX also contributed courtesy announcements.

WILLIAM J. WELLS, 63, director of Bamberger Broadcasting Service, operator of WOR, Newark, died March 21 from a heart condition. Surviving are his widow and one daughter, Mrs. Robert Schmid, wife of the advertising and sales promotion manager of MBS.

EDOUARD BRANLY the noted French physicist to whom Marconi credited the discovery of the means for detecting and receiving wireless impulses, died in Paris March 24 at the age of 96. Dr. Branly was the inventor of the coherer, one of the first devices used successfully as a detector of wireless signals.

## Edson K. Bixby

EDSON K. BIXBY, 52, editor of Springfield Newspapers Inc., and part owner of KWTO and KGBX, Springfield, Mo., as well as KBIX, Muskogee, Okla., died March 17 following an illness of several weeks. Mr. Bixby held 20% interest in the Springfield stations and a 12% interest in KBIX. In poor health from a heart ailment for several years, he suffered a cerebral hemorrhage the day before his death. Surviving are his wife, his mother and two brothers.

## Misquoted, Says Becker, Submitting File to FCC

JUST to keep the record clear, Frank V. Becker, manager of WTBO, Cumberland, Md., has submitted to the FCC a file of letters and clippings involved in a recent talk before the local Lions Club. The incident arose, Mr. Becker points out, when a local newspaper quoted him as saying that radio "is one of the most taxed and censored industries."

The newspaper, the *Cumberland News*, retracted the story the following day and ran the text of Mr. Becker's remarks affecting Federal regulation. The original newspaper account had been based on notes taken at the meeting by a member of the club.

## GAMBLING'S 15th WOR Program's Anniversary Brings Tributes

JOHN GAMBLING'S *Musical Clock* program on WOR, Newark, said to be the oldest continuous program on the air, on March 8 celebrated its 15th anniversary with a special broadcast. Mr. Gambling received a plaque from J. R. Poppele, WOR chief engineer, who was responsible for Gambling's first radio job as an engineer some 15 years ago, while Frank Braucher, WOR vice-president, gave a short talk.

Announcement of the celebration brought several thousand letters from fans who remembered tuning in when Gambling was first launching the program in 1925.

Major sponsors of the program for the past 10 years are: Colgate-Palmolive-Peet Co., Childs Restaurants, General Mills, Nestle Foods, Martinson's Coffee, E. R. Squibb & Sons, Adolf Gobel, Thom McAn shoes, Illinois Meat Co., and Clemons Clothes. Bond Clothes and Pepsi-Cola Co. sponsor the program currently, each taking three days per week.

### Futile Exercise

WARNER RAY, radio columnist of the *Nashville Times*, recently decided to climb the 878-foot vertical radiator which WSM, Nashville, claims is the tallest tower in America. To give his readers pictures as well as words describing the countryside as seen from the lofty perch, he took along his camera. Up and up he climbed, hand over hand, doggedly fighting fatigue. Finally he reached the top, poised his camera—then almost fainted. He had forgotten to bring any film for the picture box! WSM at this recalled a precedent: A station engineer who had made the same hazardous ascent to solder a connection at the pinnacle, and who stopped breathless at the top to find his gasoline blower was out of gas.

## THE IDEAL RELIGIOUS PROGRAM

### Moody Institute Survey Reveals Music-Dramatic Combination Is Preferred

IN AN EFFORT to determine what constitutes the "ideal" religious program, WMBI, the Moody Bible Institute station, Chicago, sent questionnaires to 600 station managers throughout the country. More than 50% of the queries, which contained 20 questions and outlined every possibility for religious programs, were returned.

In the matter of music, the managers expressed a preference for variety, including original compositions, played without difficult orchestrations. Their votes indicated a desire for vocal rather than instrumental music, except for organ or novachord.

In dramatics the portrayal of deep, personal religious experiences and the re-enactment of unusual situations in which the Bible has played a part, the dramatization of Bible stories, and portrayals built around well-known hymns, were preferred. Almost half the votes were against sermons, and those who did vote in the affirmative qualified their answers by asking for brevity.

Based on these replies, the ideal program, the Institute concludes, consists of a combination of music and dramatics, with music predominating.

Having compiled this information, the Institute is now working on the production of a series of transcribed programs which will be offered to stations free of charge to be used once-weekly on a sustaining basis.

## Nielsen Honored For Radio Study

### Audimeter Is Main Factor in Award by Chicago Group

FIFTEEN awards for excellence in advertising were made by the Chicago Federated Advertising Club, March 21, in the first of a series of annual awards devised to provide proper recognition for advertising talent. Competition was limited to work created and produced in Chicago during 1939.

The major award, issued to the man or woman who has done most in bringing recognition to Chicago as an advertising center, went to A. C. Nielsen, president of the A.C. Nielsen Co., market analysts. Neilsen has pioneered in many market research techniques, but won the award principally for his new system of checking the effectiveness of radio advertising.

#### Audimeter Research

Basis of the technique is the *Audimeter*, developed by the Nielsen Co. [BROADCASTING, May 15, 1939]. The *Audimeter* is a small mechanical device installed in radio sets belonging to a scientifically selected sampling of radio listeners. The instrument records on tape to what extent the set is in use, during which hours of the day, which programs are listened to and the exact moment when these programs are tuned in or out. Use of the instrument is combined with inventories of consumer purchases.

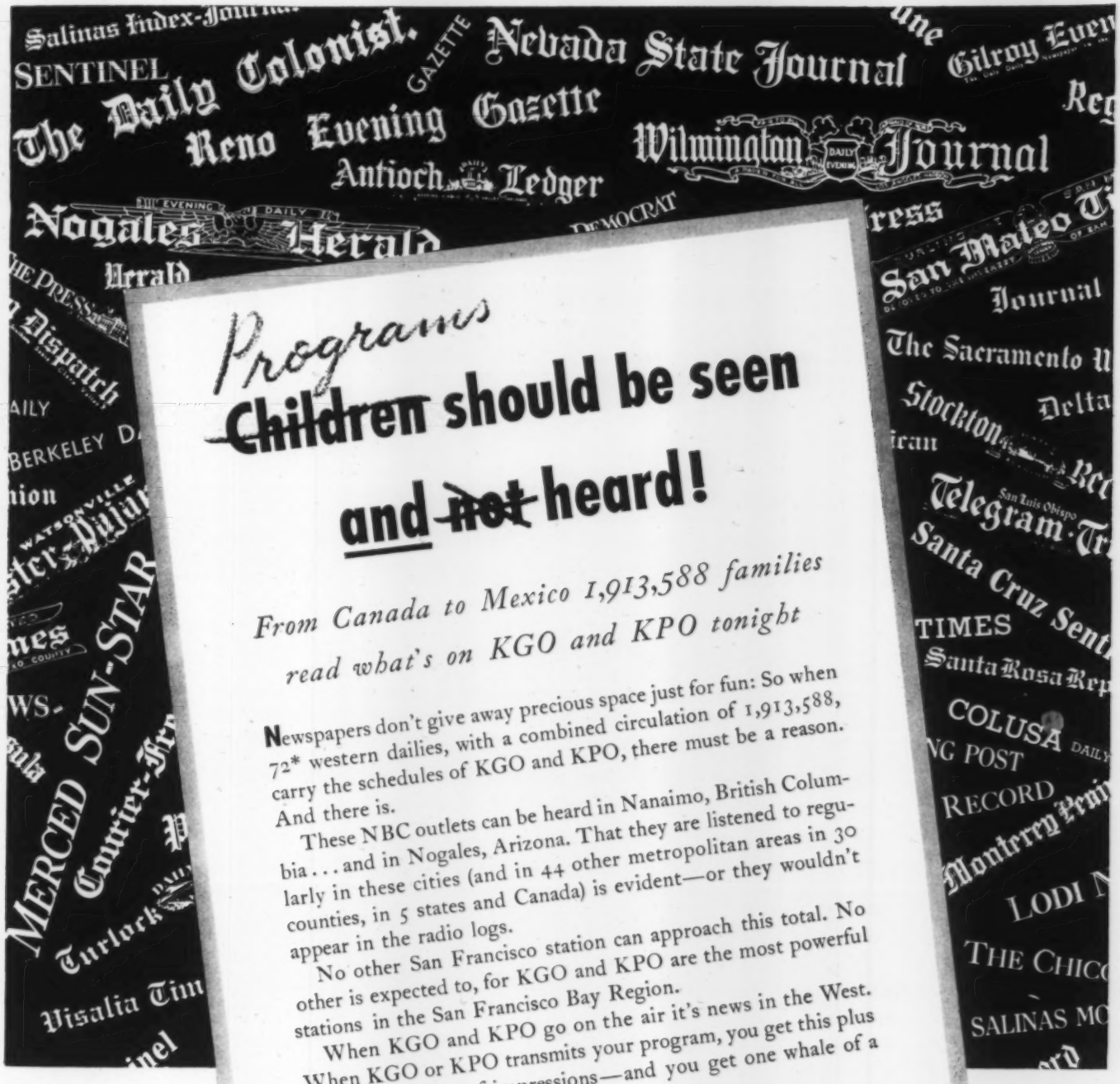
In addition to the major award, proficiency in five other categories received recognition. They were listed under the headings of radio, national advertising, direct mail, mail order and Chicago retail.

#### Radio Award for 'Fibber'

In radio, C. S. Johnson & Son won first place for its *Fibber McGee & Molly* show on NBC-Red. (Although this program has since moved to the West Coast, it was written, created and produced in Chicago most of 1939.) Special acknowledgment was given to Needham, Louis & Brorby, Chicago agency, for production of the program, and to William Connolly of S. C. Johnson & Son.

Winners were announced and awards presented by E. R. Richer, chairman of the awards committee. Assisting Mr. Richer with the judging were Walther Buchen, president of The Buchen Co., Chicago advertising agency; Emmons Carlson, advertising and promotion manager of NBC-Chicago; Leo Burnett, president of the agency bearing his name; G. D. Crain Jr., publisher of *Advertising Age*; John Gibson of Western Electric; M. B. Herbert, advertising manager of the Celotex Corp.; L. E. Meyer, advertising manager of International Cellucotton Products; Leo Nejelski, assistant production manager of The Pepsodent Co.; Fred Williams, advertising manager of Carson, Pirie & Scott, Chicago retail department store. Elon G. Borton, advertising director of LaSalle Extension University, presided.

The major award presented to Mr. Nielsen was a polished wood trophy designed and hand-carved by Leo Wolf, Chicago artist. Other awards were encased scrolls.




# Programs Children should be seen and ~~not~~ heard!

*From Canada to Mexico 1,913,588 families read what's on KGO and KPO tonight*

Newspapers don't give away precious space just for fun: So when 72* western dailies, with a combined circulation of 1,913,588, carry the schedules of KGO and KPO, there must be a reason. And there is.

These NBC outlets can be heard in Nanaimo, British Columbia . . . and in Nogales, Arizona. That they are listened to regularly in these cities (and in 44 other metropolitan areas in 30 counties, in 5 states and Canada) is evident—or they wouldn't appear in the radio logs.

No other San Francisco station can approach this total. No other is expected to, for KGO and KPO are the most powerful stations in the San Francisco Bay Region.

When KGO and KPO go on the air it's news in the West. When KGO or KPO transmits your program, you get this plus value of millions of impressions—and you get one whale of a market.

**Checked by Allen's Press Clipping Bureau.*

**KGO & KPO**
**SAN FRANCISCO**
7,500 WATTS · 790 KC.—50,000 WATTS · 680 KC.

**Represented Nationally by NBC SPOT Sales Offices**

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

# An Old Dog Learns New Sales Tricks

## *Store Satisfied There's Something To This Radio Business*

By SYDNEY KLEEMAN

**Secretary-Treasurer, Frankenberger & Co., Charleston, W. Va.**

**MANY years ago, when the Civil War was an actuality instead of a setting for a lengthy novel and lengthier movie, there arose in the West Virginia Hills a retail clothing store. As the years moved forward, Frankenberger & Co. came along. Today Frankenberger & Co. is a West Virginia institution. Like many old-line stores, it eyed radio with suspicion. Finally the Frankenberger board decided to break the ice. In the process it broke precedents and traditions right and left. Did it pay? Will Frankenberger keep using radio? Tune-in to these columns at once for the answer.**

FIVE men sat around the table; two above 60, three below 35. The discussion grew sharp and at times bitter. Then one man with grey hair spoke. "It's true, we've been getting along pretty well all these years without radio, but it's worth a trial"—and so it was! A trial it would be.

But how would we put radio on trial? What did we want radio to accomplish for us? Did we want merely the glory of a grand program with more publicity and goodwill tacked on for good measure to what we believed we already possessed, a vehicle for some individual's personal expression or an outlet for personal glorification of someone's theory? No, we would have none of that.

### Five Objectives

Our objectives were definitely crystallized, as clearly defined as the basic elements in the chemist's formula:

1. To increase our distribution by means of direct radio sale.
2. To broaden our trading area.
3. To increase the density of our accounts in our contiguous territory.
4. To pyramid our goodwill in institutional advertising.
5. Above all to publicize and sell our institution to the people of Charleston and southern West Virginia.

To obtain these objectives as quickly as possible, we immediately began searching for a program that would represent our store in every way.

Our conclusion was that a sports program would have all the necessary characteristics. Our research also provided us with another definite conclusion: that no "concoction" in sport entertainment, either canned or ready-mixed, could be permanently used on a radio show. Only the theme of the program, the basic structure, should have continuity; the material surrounding of composition of daily and weekly source to be molded and changed according to the demand of the radio audience and with the opportunity for the injection of any new ideas.

Our Swan Song, "Win or Lose, Be a Good Sport," as well as our well-planned featured pillars of each day's entertainment changes little. The time is 6:15-6:30 p.m. Monday to Saturday inclusive, over WCHS. Budget allotment for radio is 20 per cent of our entire advertising program.

### Special Features

We have injected features such as "Years Ago in Sports", in which each week we celebrate the anniversary of our oldest employes in our store, tying it up with some sporting event in the year in which the employe entered our store.

Another regular feature is a "Salute to the Cities", in which some prominent coach, athlete or sportsman in a nearby city or community is saluted for his prominence or achievement in the athletic world. A four-minute description is given to his record and also a one-minute historical background of the community in which he resides. A thorough research enables us to give a concise, brief salute in which that man, his friends, and the community's goodwill is obtained. Official press releases to daily and weekly newspapers in that community carry a stimulating interest in this broadcast.

Each sports personality is presented with a felt banner on which is written the program slogan. This is presented to the athlete or sportsman in his community by our sports commentator before a large audience in his school or community. This banner stays in some important place in the gymnasium or school in which many hundreds or thousands of young boys and men constantly see it in review during the year.

Many tests have been made on our program to determine the number of our listeners, the intensity and type, and the extent of our primary and secondary listening areas. In the fall of 1938, a month after the installation of our program, we inaugurated a football contest.

### What the Contest Disclosed

The information received from our contest was as follows:

1. The area from which we obtained our contestants was practically identical to our newspaper coverage.
2. The area practically coincided with our established trading territory.
3. Ninety per cent of the contestants came from our own county, 78% of the contestants were men, 17% women, 5% were students.

Since the inauguration of our "Salute to the Cities", and our tie-up with schools and prominent athletic personalities, we have increased our listening audience substantially among grade, junior high school and high school ages.

To stimulate the tension and unusual interest in our program, we interview prominent personalities.

MR. KLEEMAN

Each month our executive staff, in coordination with the production department of WCHS, holds a radio clinic. The objective is to eliminate the useless, boil down the ambiguous, simplify the routine parts of the show and the commercial, adding and subtracting to our program. Radio is new and the application of radio advertising and its merchandising interparts are still newer and it has little precedent or formula to follow.

To illustrate, it is generally recognized that certain size newspaper ads, combined with counter cards and window displays, sales demonstrations and national advertising, will produce certain results. Radio thus far, with its application to retail advertising, has relatively no stereotype or canned procedure to insure its success and, therefore, each program in merchandising application is an experiment and its sponsors must explore research and investigate to find the few laurels that it has earned.

This fact must not be forgotten: The entire program must be sold to the store's employes who must be told that their program represents them and their store at all times and through invitations be invited to various broadcasts of their program at the studio and at special broadcasts at their annual banquet. They are sold upon "wearing" the *Sport Page of the Air* on their coat sleeve so that their many contacts with the consumer will produce additional stimulation and interest in the program.

### Merchandising Tie-up

The objectives of the radio program, the technique used, and the procedure involved are all useless unless the proper merchandising tie-up is given these vital factors. If there is no practical application of all the research, program direction and technique, actual results will not be obtained.

Our belief is that radio can stand on its "own legs". To prove this statement, in July, 1938, we used only the newspapers to announce our semi-annual sale. We noted its results in units and in dollar volume. In 1939, the same month, we announced our sale a day earlier than in 1938, and only through the medium of radio. We found that without the aid of newspapers, or direct mail, that radio produced 70% of the results which we had the previous year only through its exclusive use. We believe, however, that for the best results, radio, newspapers, direct mail, window displays, counter cards and instructions to sales people all go hand in hand and should be started simultaneously and carried through with the same degree of continuity in order to insure the maximum success of each promotion.

In our application of radio advertising to retail merchandising we have found that spot announcements are not as effective a method for retail radio advertising as the selling medium as a regular continuous program everyday in the week at one set regular period. Spot announcements, we believe, are definitely a better medium for a national account employing "Selvertising" (method of publicity only, not selling), such as Bulova and Benrus and other national firms using spot announcements, rather than retail advertising. We have found that spot announcements in retail advertising do not bring the same relative results in proportion to the actual budget expended in a consistent continuous daily program.

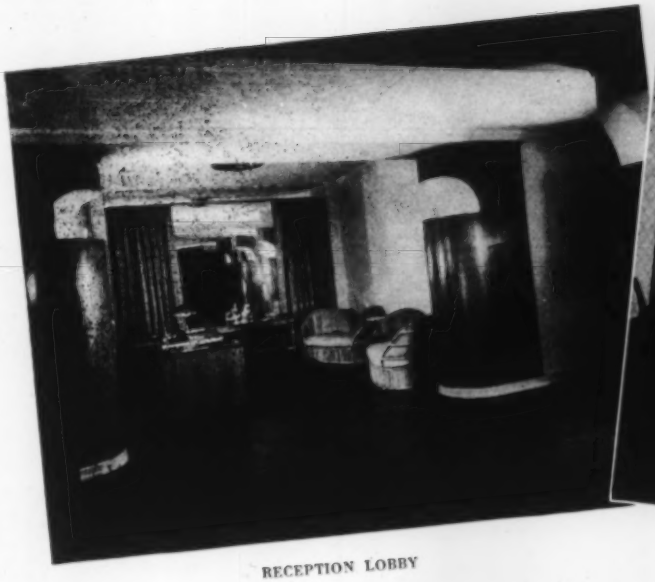
Radio provided our store with an excellent medium in influencing style trend. Twelve months ago we introduced the color "blue spruce". Through the constant repetition of "blue spruce", we were successful in gaining more than a normal share of the "green business", which at that time was a novelty and a new idea in men's and boys' apparel. Definitely, radio helped create this new color trend in our merchandising promotion, first, by stimulating an interest which did not heretofore exist in this color, by influencing the consumer to buy

(*Continued on page 64*)

# Indiana's Radio Preference Is Best Reflected in The New Studios Of

# W I R E

## INDIANAPOLIS



RECEPTION LOBBY

ORGAN STUDIO

WIRE is now displaying to thousands of Indiana people its new studios and offices ($100,000.00 worth of them) occupying the top floor of the Claypool Hotel in the heart of downtown Indianapolis. WIRE is happy to dedicate them to better serving the large listener-audience that has made them possible. Surely, these new studios combine with the fine new RCA transmitter (recently completed) to best reflect the opinion of the legions of WIRE listeners who have made this their favorite radio station.

These listeners and their faithful response to the messages of WIRE advertisers account for the fact that WIRE is scheduling three times the number of local commercial programs and twice the number of national spot commercial programs of any other Indianapolis station.

We're mighty proud of the position we occupy in Indiana and we pledge continued effort to maintaining our reputation as "Indiana's Favorite Station".

**Day - 5000 WATTS - Night**

**INDIANA'S ONLY BASIC STATION OF THE NBC RED NETWORK**

**Mutual Broadcasting System**

**Represented Nationally By GEO. P. HOLLINGBERY Company**

# Radio Educators Prepare Agenda

## 11th Institute to Be Held at Columbus April 29-May 1

AT THE 11th Institute for Education to be held April 29-May 1 at Ohio State U, Columbus, Chairman James Lawrence Fly, of the FCC, Frank E. Mason, NBC vice-president, Ed Kirby of the NAB, George V. Denny, of *Town Meeting of the Air* and Lyman Bryson, of *People's Platform*, will be among the speakers.

Chairman Fly will speak at the annual dinner session April 30, with Judith Waller, NBC western education director, presiding. Mr. Kirby will lead discussion of controversial issues, with A. A. Schecter, NBC news editor and special events director, presiding. Other roundtable subjects include Writing for Radio, Radio Production, Radio Workshops, Educational Script Exchanges, Recording for School Use and Engineering. Among other speakers are Guy Hickock, manager of NBC's international division, and Leonard Power, research coordinator of the Federal Radio Education Committee.

### Personnel Training

Mr. Denny will preside at a section on adult education. Mr. Mason will preside at a session devoted to pre-professional training of radio personnel. H. M. Beville Jr., NBC research manager, will be chairman of a work study group discussing research in educational programs and Walter G. Preston Jr., assistant to the vice-president in charge of programs, NBC, will head a group discussing public service broadcasting. Prof. Bryson will conduct a discussion of propaganda.

A joint meeting of the NAB with CBS and NBC station educational directors with Mr. Kirby presiding, will be one of the features of the sessions. Awards for the Fourth American Exhibition of Recordings of Educational Radio Programs will be made on the opening day of the institute.

# Sane Foundation Called Vital to Child Programs

SUCCESSFUL radio programs for children must combine elements which are not only aimed at entertaining the youngster but which are sane, sound and good for him, according to Dr. John B. Morgan, professor of psychology at Northwestern U who is the supervisor for the *Little Orphan Annie* broadcasts heard over 85 stations of the Mutual Broadcasting System.

"The critical faculties of children," Dr. Morgan said, "are often keener than those of adults. Therefore plot, characterization, suspense, drama and certainly humor must be predicated on true and sound ground. When this rule is followed, the show is not only attractive to the child but it helps him build his own character, and he learns from the characters in the show."

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RADIO Manufacturers Assn. will hold its annual convention June 11 and 12 and its Radio Parts Trade Show June 11-14, both in the Stevens Hotel, Chicago.

# New Stations Authorized by the FCC
## During First Three Months of 1940

**ALABAMA**

WJHO, Opelika—CP issued to Opelika-Auburn Broadcasting Co.; partnership of Thomas D. Samford Jr., attorney; Yetta G. Samford, insurance man; J. H. Orr, auto dealer; C. S. Shealy, cotton broker. Granted Jan. 10; 100 watts night and 250 day on 1370 kc.

**ARIZONA**

KPHO, Phoenix—CP issued to M. C. Reese, president, Mutual Benefit Society of Phoenix. Granted Jan. 25; 100 watts night and 250 day on 1200 kc.

**CALIFORNIA**

KMYC, Marysville—CP issued to Marysville-Yuba City Broadcasters, Inc.; Horace E. Thomas, publisher of *Marysville & Yuba City Appeal-Democrat*, president, 50% stockholder; Hugh McClung, president of the *Merced Sun-Star*, treasurer, 49.5%; Peter McClung, secretary of the *Merced Sun-Star*, vice-president, .5%. Granted Jan. 18; 100 watts on 1420 kc.

**DISTRICT OF COLUMBIA**

WINX, Washington—CP issued to Lawrence J. Heller, attorney. Granted Feb. 13; 250 watts on 1310 kc.

**FLORIDA**

WLOF, Orlando—CP issued to Hazelwood Inc.; George B. Hills, civil engineer, secretary-treasurer, 69 shares; George A. Hazelwood, Jacksonville, president, 21 shares; Wm. Joe Sears, Jacksonville, vice-president, 10 shares. Granted Feb. 20; 250 watts on 1200 kc.

**GEORGIA**

WGOV, Valdosta—CP issued to E. D. Rivers, Governor of Georgia. Granted Feb. 7; 100 watts night and 250 day on 1420 kc.

**MINNESOTA**

WLOL, Minneapolis—CP issued to Independent Merchants Broadcasting Co.; J. P. Devaney, attorney, president, 66.4% stockholder; W. A. Steffes, theatre owner, treasurer, 31.2%; Thomas O. Kachelmacher, attorney, vice-president, 2%; L. B. Schwartz, attorney, secretary, .4%. Granted Jan. 18; 1,000 watts on 1300 kc.

**NORTH CAROLINA**

WCBT, Roanoke Rapids—CP issued to J. Winfield Crew Jr., local banker and attorney. Granted Feb. 27; 250 watts on 1200 kc.

**OHIO**

WAKR, Akron—CP issued to Summit Radio Corp.; 50% of stock owned by Viola G. Berk, wife of S. Bernard Berk, attorney and electrical shop owner, secretary-treasurer; 10% by S. Bernard Berk, president. Granted Jan. 10; 1,000 watts on 1530 kc.

**PENNSYLVANIA**

WERC, Erie—CP issued to Presque Isle Broadcasting Co.; Jacob A. Young, tailor, president, 40% stockholder; Wm. P. Sengel, printer, secretary, 25%; Gerard P. O'Connor, attorney, director, 25%; B. Walker Sennett, attorney, treasurer, 5%; Joseph V. Agresti, attorney, director, 5%. Granted March 13; 100 watts night and 250 day on 1500 kc.

WARM, Scranton—CP issued to Union Broadcasting Co.; Martin F. Memlo, farm manager, president, 49.6% stockholder; Lou Poller, retail dry goods merchant, treasurer, 49.6%; James S. Scandale, .8%. Granted Jan. 25; 100 watts night and 250 day on 1370 kc.

**TENNESSEE**

WKPT, Kingsport—CP issued to Kingsport Broadcasting Co.; partnership of C. P. Edwards, Jr., insurance man, and Howard Long, postmaster. Granted Feb. 13; 250 watts on 1370 kc.

**WEST VIRGINIA**

WLOG, Logan—CP issued to Clarence H. Frey and Robert O. Greever; partnership of Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, mine payroll clerk. Granted Jan. 25; 100 watts daytime on 1200 kc.

**PUERTO RICO**

WSSJ, San Juan—CP issued to Puerto Rico Advertising Co., Inc.; Ralph Perez Perry, consulting engineer, secretary, 100 shares; Andres Camara, broadcaster, president, 50 shares; Esperanza Vda. de Defillo, 50 shares. Granted March 12; 250 watts on 1500 kc.

# Radio AND Education

AMONG recent U of Michigan graduates who took broadcasting courses under Prof. Waldo Abbot, positions have been obtained as follows, according to Prof. Abbot: Ted Grace, announcer, WJR, Detroit; Jack Zuideveld, news editor, WSAV, Savannah; Kay Schultz, KMMJ, Grand Island, Neb.; Steve Filipiak (Jan Stevens), sportscaster, WIBM, Jackson, Mich.; Sid Tremble, KSAL, Salina, Kan.; Clinton B. Conger UP, New York; Myron Wallace, WOOD - WASH, Grand Rapids; Charles Harrell, program director, WLB, Minneapolis; Bill Rice, chief announcer, WHLS, Port Huron, Mich.; Stew Sheill, WTOL, Toledo; Karl Nelson, WTOL, Toledo; Geraldine Elliott, continuity writer, WJR, Detroit; Jim Britt, Yankee Network sports; Caddy Swanson, J. Walter Thompson Co.; Charles Livingstone, Michigan Network (*Green Hornet*); Edith Steele, WFAM, South Bend; Ernest Jones, McManus, John & Adams, Detroit; Fred Shaffmaster, WMMN, Fairmont, W. Va.; Hazel Johnson, WNBF, Binghamton, N. Y.; Dorothy Meade Ohrt, *Lux Radio Theatre*.

*THE Chicago Tribune* on April 3 is starting a serise of dramatic programs entitled *Citizens of Tomorrow* on WGN, Chicago. The shows, to be heard each Wednesday, will be built especially for the youth of America and each week a different Chicago high school will send 600 students to watch presentations. Philip Maxwell, of the editorial staff of the *Tribune* will be m.c. He will take the part of "The Principal" on each broadcast. Blair Walliser, of the WGN production department, Harold Kent of the Radio Council, and Helen Howe, director of music, both of the Chicago Public Schools, will arrange and produce the shows. A *Tribune Headline Quiz* is planned.

NEW YORK U is latest of the educational institutions to apply for a construction permit for a new station in the high frequency non-commercial educational broadcast band, in which only three stations have thus far been assigned. It has asked the FCC for 250 watts on 41,500 kc., the station to be located in the School of Education Bldg., 35 W. Fourth St., New York.

WHAT North Carolina State College offers to the high school student provides material for a weekly series on WPTF, Raleigh, in which members of the college honor societies dramatize phases of college life.

JUNIOR members of the CBS Hollywood personnel will acquire permanent headquarters for the vocational training program directed by Donald W. Thornburgh, Pacific Coast vice-president, when the new $200,000 building is occupied about April 15. A special seminar has been built for college graduates who recently entered the radio industry via the CBS Hollywood organization. Seminar lectures by CBS department heads have been held since the vocational training program was begun over a year ago.

EMORY U Radio Guild, under direction of Prof. Dowling Leatherwood, of the journalism department, has started a new weekly series, *Emory Builders*, on WSB, Atlanta. The programs, written by Guild members and produced in cooperation with the WSB production staff, dramatize the lives of men from Emory's past.

A DEMONSTRATION of radio teaching for the delegate assembly of the Montana Education Assn. was presented by KFBB, Great Falls, Mont., arranged by John Alexander, KFBB program director. An adult panel discussion of radio in education was held featuring Earl Glade, manager of KSL, Salt Lake City.

**THOUGH HE** came to this country from England more than 13 years ago, E. P. H. James, advertising manager of NBC, still follows the English custom of having his tea in the afternoon. At the stroke of four each day all office activity ceases while Jimmy's tea is served by his secretary, May Coyne. Joke is, according to Mr. James' own story, that the custom was instituted by Miss Coyne, who is of Irish descent.

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IN COOPERATION with five elementary schools of the Monterey Peninsula in California, KDON, Monterey is presenting a regular weekly half-hour of transcribed music of the masters which is listened to in the classrooms. The music, selected by the instructors themselves, consists of typical excerpt of the works of one or sometimes two of the great contributors to the world's finest music—those which are being studied at the time in the classroom.

PAUL H. SHEATS is author of a pamphlet, "Forums on the Air" covering a national survey of radio forums and describing successful forum techniques, which is available for 25 cents from the U. S. Office of Education, Federal Security Agency, Washington.

CBS and the U. S. Office of Education are cooperating in a dramatic series *Roof Over America* designed to promote home building. The series started March 24, occupying 13 weeks of the 2-2:30 Sunday afternoon period devoted to the *Democracy in Action* program.

KGFW, Kearney, Neb., is given credit for much of the impetus for the broadcasting activities of Nebraska State Teachers College by Herbert L. Cushing, college president, in a statement in the fall issue of the college's *Quarterly Bulletin*, which is devoted largely to radio and speech activities.

SYMPOSIUM of interviews with South Dakota public officials on the *You & Your Government* series carried by WNAX, Yankton, has been published as a mimeographed booklet by the Governmental Research Bureau of South Dakota U, Vermillion. The "State Government" booklet is the first of a series to be published by the Bureau following up the radio series, started by WNAX in cooperation with the university to supplement U. S. Office of Education program describing the functions of Federal agencies.

STERLING FISHER, CBS director of education, is writing two volumes on the problems and technique of radio education, both to be published by McGraw-Hill Publishing Co., New York, probably early this fall. Tentative titles are *The World's Biggest Classroom* and *Adult Education by Radio*.

BULL sessions of students at Youngstown College are broadcast by WKBN Sunday evenings, with J. Lothaire Bowden, station director, serving as moderator.

# It's moved a million pens!

**New NBC Listener's Aid Service wins overwhelming public approval! In only 5 months, more than a million paid orders have been received for Aids that stimulate listener interest and serve as a permanent record of NBC Public Service Programs!**

On the Main Streets of the whole country, and on the farms as well, live millions whose enthusiastic interest in NBC Public Service Programs prompted us, not long ago, to inaugurate a new service to the public—Listener's Aids.

This service consists of booklets and pamphlets that stimulate interest in NBC's Public Service Programs. They provide listeners with a permanent record of the programs . . . "gone, but not forgotten." They expand on the program subjects, and impart extra knowledge. Among the many users are students, teachers and adult groups.

In only 5 months, this new NBC public service has achieved outstanding success. Despite the fact that listeners are required to spend from a dime to a dollar for the published material, well over a million pieces have been ordered.

Most popular of the Aids, which cover such subjects as current events, politics, history, human nature, drama, poetry, art and music appreciation, are these: Reprints of "America's Town Meeting of the Air," Reprints of "Chicago Round Table" discussions, "Pilgrimage of Poetry," based on Ted Malone broadcasts, "Art for Your Sake," color reproductions based on program of same name, and "NBC Music Appreciation Hour" students' work charts and teachers' manuals.

NBC Listener's Aids are another proof that NBC solemnly regards radio as a public service . . . is always eager to perform its duty in behalf of the public interest.

**NATIONAL BROADCASTING COMPANY**

**The World's Greatest Broadcasting System**
**A Radio Corporation of America Service**

# Radio Attorneys Comment on Supreme Court Decision

### PHILIP J. HENNESSEY Jr.

President
Federal Communications Bar Assn.

A SEVEN-year gap between the *Nelson Bros.* case and the three decisions of the U. S. Supreme Court at this term, with Congress enacting the Communications Act in the interval, might be expected to produce opinions dealing with high policy in broadcasting. The *Pottsville* and *Heitmeyer* cases emphasize the scope both of the Commission's authority and its responsibility. The *Sanders* decision ties this authority and responsibility directly to the public interest. It is important both to the industry and to the Commission that the standard be understood as a developing one and that its application to particular sets of facts be reviewed, from time to time, in court proceedings. The *Sanders* decision provides for just that.

### JOHN W. KENDALL

Associate, Ben S. Fisher

AN EXCELLENT decision definitely settling the so-called "economic question".

How the Commission will interpret certain of the court's statements remains to be seen. What bearing the decision will have upon intervention by existing stations in cases involving new facilities in the same community still seems a matter of conjecture.

Inasmuch as the court recognizes "competition" as a matter "not to be disregarded" in determining the ability of the applicant to provide adequate service, and safeguards the right of appeal under Section 402(b)(2) afforded existing stations "on relevant questions of law", it would appear that these existing stations will be permitted participation in hearings involving new facilities for their respective communities.

### HORACE L. LOHNES

THE DECISION is clear that economic injury to an existing station is not a separate and independent element to be taken into consideration by the Commission in determining whether it shall grant or withhold a license to a newcomer in the field. The court emphasized that Congress intended to leave competition and the business of broadcasting where it found it, but the question of competition is not to be entirely disregarded by the Commission because the competitive factor may show that both stations, the existing and the proposed, will "go under" with an adverse effect upon the listening public, or that a division of the business in the field may require both stations to render inadequate service. The question as to whether or not an existing station has a right to intervene to bring these facts to the attention of the Commission is not decided, but the existing station does have the requisite standing to appeal and raise any relevant question of law. The decision, in the main, seems to harmonize the theories of the Commission and the theories of the industry on the economic question. It is a scholarly opinion in that respect.

### WILLIAM A. PORTER

THE Commission need no longer concern itself with the purely private effect of competition between an existing station and a proposed station. When the effect of such competition causes a public injury the Commission may take such injury into consideration.

An existing station claiming economic injury may maintain an appeal, not because it may thereby secure a redress of its private injury, but because it, on behalf of the public, may bring to the attention of the court errors of law committed by the Commission and as a sort of amicus curiae be instrumental in bringing about a redress of a public injury.

### FRANK D. SCOTT

THE Supreme Court decision in the Sanders Brothers case does not appear subject to serious criticism. The frequent repetition of the phrase "public interest, convenience and necessity" in the Communications Act can leave little doubt that this is the basic yardstick in determining the need for radio service in any community, or the enlargement or diminishment of radio service in any community. The economic interest of a station would therefore not appear to dominate "public interest" or merit consideration independent of "public interest". The decision definitely recognizes the economic interest of a station, but not independent of the "public interest". The court differentiates between the licensee as an individual and the licensee as an "instrument" of the public. The economic interest of a poorly managed station, rendering passive public service, cannot justly assert an inherent or merited right to perpetuation or freedom from competition. A well managed station, performing a commendable public service, deserves perpetuation and freedom from unjust or destructive competition. The decision clarifies what heretofore may have been uncertain. It does not, in my opinion, materially alter the assumed rights of a station or modify the responsibility of the Commission.

### ARTHUR M. SCHARFELD

THE DECISION of the Supreme Court in the Sanders Bros. case represents a substantial victory for the American System of broadcasting under which stations may engage in full and free competition without supervisory control by the Communications Commission of programs, business management or policy. Although the Commission in the past has given consideration to such factors by requiring information to be filed by licensees as well as applicants, it may be assumed that now, in accordance with the decision, the Commission will limit itself to questions of interference, technical and financial qualifications, and competency of applicants to make proper use of the assigned channel. It is significant that in reaching this result the Supreme Court accepted the thesis of the Commission to restrict its own regulatory functions in spite of the contrary contentions of broadcasters themselves desiring to be protected in their present assignments and to be free from competition. Striving for diminution of jurisdiction is not the usual practice of Federal agencies and the Commission has now accomplished through self-deprivation what should prove a boon to continuance of the present American System.

At the same time, the court afforded licensees protection from illegal and arbitrary Commission action by allowing appeals from decisions where economic injury is the alleged aggrievement, even though the injury itself may not be the subject of redress, but where injury to the public service would otherwise be without remedy. This result is undoubtedly satisfactory to broadcasters since it gives them the standing on appeal to call for revision or reversal of Commission action even where the Commission might contend that they had no legal interest entitled to redress in the proceedings before the Commission. Thus the court reconciles the continued existence of the American System of broadcasting with the democratic theory of judicial review of administrative action.

Of course, there are many implications to be drawn from segregated portions of the court's opinion which might lead one into inconsistent bypaths of legal reasoning and there are many questions raised in the opinion which still remain unanswered and which can only be determined through the tedious process of further litigation. We should be slow, therefore, in attributing significance to the decision other than that indicated in the court's opinion dealing with the particular facts of the Sanders Bros. case.

### PAUL M. SEGAL

I HAVE never heard anybody seriously argue that the Commission could not or should not give A a license merely because B would make less money as a result.

Nor have I ever heard anyone plausibly contend that the Commission should issue so many licenses in any area that nobody can serve the public.

And as for appeals, the statute allows them to persons who are "aggrieved or adversely affected" which really means just what it says.

Now that these burning truths have the highest judicial approval, I hope everybody can go back to work.

### PAUL D. P. SPEARMAN

THE OPINION of Mr. Justice Roberts in *Federal Communications Commission v. Sanders Brothers, etc.* decides and holds:

1. That the licensee of a broadcast station has no legal right to object to competition which might result in loss or economic injury to himself, *but* if the economic injury to him arising from competition and consequent diminution in revenue results in injury to the listening public by depreciating the quality or reducing the quantity of acceptable service thereafter received by the public, the station licensee legally can raise the objection and it then becomes the *duty* of the Commission to consider the issue, and to make findings of fact thereon. Briefly stated, the decision holds that a station licensee has no legal right to object because of any economic injury to himself, but he may legally object or appeal on behalf of his listening audience as a trustee, so to speak, for their protection.

2. That the licensee of a broadcast station has the legal right to appeal from Commission decisions because of such prospective economic injury under Section 402 (b) (2) of the Communications Act, thus overruling the argument made by the Commission that the Act did not provide for such appeals. There can be no further question as to the legal right to appeal if the issue is legally presented.

### GEORGE O. SUTTON

THE DECISION of the Supreme Court in the Sanders Brothers case is not a one-way ticket to Utopia for either the Commission, the broadcasters, or both. It is a simple pronouncement by the court of last resort that the power vested in the Commission is given to it by Congress and this power cannot be reduced or enlarged by any unique interpretation of the language used by Congress in the Communications Act.

The court again reiterates another well settled principle of law. Congress may or may not provide for a judicial review of the decisions of any administrative agency which is creates. In the Communications Act the right of appeal and judicial review of the decisions of the Commision is given aggrieved parties, and this right cannot be circumvented, neither can the language of the Act creating such right be rendered meaningless.

### W. THEODORE PIERSON

THE ONE clear thing that seems to result from the opinion is that anyone likely to suffer economic injury can open the door to the Court of Appeals, not to redress his own injury, but to right a public wrong. Each party becomes a public prosecutor, as it were. With all humility, I believe this is something new in our constitutional law.

The court's opinion was clear that broadcasters have no right to be free of competition but, on the contrary, each broadcaster is "to survive or succumb according to his ability to make his programs attractive to the public." Had the decision stopped there the question as to whether or not economic injury to competing facilities is a proper issue before the Commission would have been finally settled. The court immediately unsettled the whole matter, however, by a *dictum* pointing to certain situations where the effect of the economic injury upon competitors might become a matter of public issue.

It would seem legally sound to ignore the *dictum* and remember that the court actually decided that in a case where the existing station was losing money and might even lose 50% of its accounts by the advent of the new station it was not necessary for the Commission to make a finding on the question of the economic injury that might result to the station or to the public by the granting of a license for an additional station. It may be that the court found the Commission's findings to be adequate because a proper allegation of public interest was not made. If this should be true, the case decides nothing on this particular point and was based solely upon a technical defect of pleading.

WHILE Amos 'n' Andy (Freeman Gosden and Charles Correll) celebrated 12 years in radio on March 19, the event also marked their first anniversary on CBS under sponsorship of Campbell Soup Co. The event was observed with a party at the CBS Hollywood studios. Among those participating were (l to r) Mary Garvin, Hollywood manager of Ward Wheelock Co., agency servicing the account; Freeman Gosden (Amos); Charles Correll (Andy) and Donald W. Thornburgh, CBS Pacific V.-P.

AFTER a layoff of 18 months Raleigh, N. C. newspapers have decided to publish daily radio schedules again due to subscriber demands.

# MORE PROOF!

## *that KGW and KEX are your BEST radio salesmen in the rich Oregon market . . .*

The old saying "The proof of the pudding is in the eating" goes for radio stations, too. The proof of the sales potency of KGW and KEX in the prosperous Pacific Northwest is in the results obtained by those who are using these stations.

**As a matter of record, we quote from the following typical local examples:**

### FURNITURE

"We credit our KGW-KEX radio advertising as the principal factor in our sales increase. You give us thorough coverage of suburban as well as city areas."

*—Gevurtz Furniture Co.*

### WOMEN'S APPAREL

"KGW has been a decided factor in helping us merchandise our store to the style-conscious women of Portland."

*—Chas. F. Berg, Inc.*

### FLOWERS

"We are renewing our contract for the 7th year because KGW has brought us so many new customers."

*—Nick's Flower Home.*

### BREAD

"We are very enthusiastic about the results we are getting from our morning program to women, over KEX."

*—Davidson Baking Co.*

### AUTOMOBILES

"The major advertising factor in the growth of our business has been the use of KGW spots every night for the past three years."

*—Roy Burnett Motors, Inc.*

### PIANOS

"KEX has pulled our sales cost down and pushed our sales volume up. Time and again we have cleared our floor of used pianos by means of our broadcasts."

*—United Piano Co.*

What KGW and KEX is doing for these and other advertisers it can do for you. To reach responsive minds and pocketbooks in the rich Oregon Market where surveys show that 95% of the homes have radios, use the stations of The Oregonian—KGW and KEX.

**KGW** — 620 KC, 5000 WATTS DAYS, 1000 WATTS NIGHTS, NBC RED

**RADIO STATIONS OF THE OREGONIAN**

**PORTLAND, OREGON**

**KEX** — 1160 KC, 5000 WATTS CONTINUOUS, NBC BLUE

National Representatives

**EDWARD PETRY & CO. INC.**

New York · Chicago · Detroit · St. Louis · San Francisco · Los Angeles

When you think of

NEW ORLEANS

you think of:

*French Cuisine*

and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

# Television Hearings Reopen April 8

(*Continued from page 22*)

tion which is in the public interest and may result in crowding them into the market with apparatus at present efficiency levels. Rapid advance is desirable but television is of great and permanent significance to the public. It is therefore of greater importance that the task be done thoroughly and with an eye to television's potential usefulness to the public. These are the goals which the Commission deems the public interest to require."

### RCA's Extensive Plans

The action came at a time when RCA and its 100% subsidiary, NBC, were digging in for an all-front visual radio campaign. To assure audience, it had cut receiver prices sharply and had stepped up the schedule of its Empire State transmitter in New York. Applications also had been filed for stations in such key cities as Washington, Chicago and Philadelphia, with the immediate objective of testing network television with ultra-high frequency relays in lieu of coaxial cable. Experimental commercials were arranged, so that when Sept. 1 rolled around and the new limited commercial rule became effective, it could immediately start to recapture a portion of its programming costs under Class II (limited commercial) station operation.

This entire project goes into the discard—at least until the Commission alters its rules or unless intervention from higher places occurs. The first action of RCA-Victor officials was to cancel all advertising copy relating to television scheduled to run in newspapers and magazines. Production at Camden of receivers, it is understood, likewise was tapered off.

Mr. Sarnoff, at White Sulphur Springs on a holiday when the FCC made its Saturday noon announcement, was flabbergasted. So were other RCA-NBC officials, who had no inkling of the FCC attitude and who probably had reason to believe that at least several of the commissioners knew of the promotional activity.

"I am amazed at the action of the Commission," Mr. Sarnoff said. "We have spent nearly $10,000,000 in developing television and in trying to create a new art and a new industry. We thought that we were proceeding exactly in accordance with the order on this subject recently adopted by the Commission."

Should RCA, in the final showdown, decide to drop television, stockholders of that company will suffer a terrific loss. Moreover, some 1,000 employes assigned exclusively to television, including the staff of W2XBS, NBC outlet in New York, as well as other video specialists, would be promptly affected.

### Promotional Drive

The discussion within the FCC on the new action developed March 22 at an FCC meeting scheduled late in the week because of the hearings on frequency modulation. The main allocation issue at these FM hearings is the assignment of one of the seven television bands for FM, which RCA is strongly resisting. In some quarters it was felt this situation played a part in the decision to reopen the television hearings because the subjects are interwoven in a policy decision the FCC must eventually make on allocations of facilities to each service.

It was reported that the question was first raised two or three days earlier by Commissioner Walker, an ardent advocate of strong regulation, who called the Commission's attention to the RCA Mfg. Co. advertising in newspapers and trade papers as well as dealer tie-in ads promoting sales in the New York area. Because the public was not advised that television is experimental and that the sets may not be useful in the future, and because the prices were cut substantially, Commissioner Walker is said to have taken the view that the Commission's regulations were being flouted. Chairman Fly is understood to have supported this view, and Commissioner Thompson apparently was a ready ally. Commissioner Brown's vote was a surprise since he has teamed with Commissioner Craven on television. It is understood Col. Brown urged an early hearing so the issue might be cleared up as quickly as possible.

### Suggests FTC Might Act

Whereas the majority contended the RCA advertising was untruthful, Commissioner Craven took the position that even if such were the case, it was a Federal Trade Commission and not an FCC matter. It also was reported that one group felt the advertising did not tell the whole story, and therefore was faulty. The question of jurisdiction was debated well into the evening and, even after the vote, there was talk of modification of the action.

The subject of merchandising and advertising was fully discussed during the extensive hearings befor the Commission Jan. 15-23, which lead to the adoption of the report authorizing "limited commercial" operation Sept. 1, and thereby giving television what amounted to a "green light". At that time it was argued the Commission has no jurisdiction over merchandising and advertising, and some question was raised about limited rather than full commercial operation. RCA, however, voiced no protest against the limited category in its anxiety to open the field and begin large scale telecasting activity through NBC, along with sales activity through RCA Mfg. Co.

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IN ADDITION to heading companies seeking new local stations in Key West, Fort Pierce and Hollywood, Florida [BROADCASTING, March 1], former Gov. David Scholtz of Florida was disclosed in an application to the FCC March 21 as president of a company seeking a new 250-watt outlet on 880 kc. in Tampa.

# FCC Order Calling New Television Hearings April 8 . . .

**Order No. 65**

WHEREAS, the Commission on Jan. 15 to 23, 1940, held extensive public hearings preliminary to the promulgation of rules and regulations governing television broadcast stations; and

WHEREAS, on Feb. 29, 1940, as a result of study of the general problems involved and after consideration of the record made during said public hearings, the Commission issued a report regarding the present state of the art of television; and

WHEREAS, in said report, the Commission found as follows: "Actual demonstrations to members of the Commission indicate the need for further improvement in the technical quality of television. The evidence before the Commission reveals a substantial possibility that the art may be on the threshold of significant advances. Research in fact does and should continue in significant phases of the field. * * * The issuance or acceptance of transmission standards by the Commission, especially in combination with the more extensive experimental program service which will in all probability develop under these rules, would have a tendency to stimulate activity on the part both of manufacturers and the public in the sale and purchase of receivers for home use. It is inescapable that this commercial activity inspired and then reinforced by the existence of Commission standards would cause an abatement of research. To a greater or less extent the art would tend to be frozen at that point. Even more important, nothing should be done which will encourage a large public investment "in receivers which, by reason of technical advances when ultimately introduced, may become obsolete in a relatively short time. * * * It will be realized, * * that the loss to the public by premature purchase in a rapidly advancing field might in a relatively short period exceed many times the present total cost of research."

WHEREAS, on Feb. 29, 1940, accompanying said report, the Commission also issued rules governing television broadcast stations, providing for two types of experimental television stations; and

WHEREAS, since the issuance of said report and rules, certain promotional activities in connection with the sale of television transmission and receiving equipment have been engaged in by the Radio Corp. of America in collaboration with, for or on behalf of a subsidiary or subsidiaries of said corporation which are licensees of experimental television broadcast stations; and

WHEREAS, said promotional activities may be detrimental to the public interest by unduly retarding research and experimentation and the achievement of higher standards for television transmission; and

WHEREAS, additional rules and regulations or revision or amendments of the rules adopted Feb. 29, 1940, may be necessary in order to promote experimental uses of frequencies for television service and to encourage the larger and more efficient use of radio for television service in the public interest;

NOW, THEREFORE, It is ordered, that a further hearing be held beginning April 8, 1940, to determine whether research and experimentation and the achievement of higher standards for television transmission are being unduly retarded by the action of the Radio Corp. of America or its subsidiaries, or any other licensee, requiring any additions, modifications, revisions, or amendments of the rules adopted Feb. 29, 1940, governing television broadcast stations, or other action by the Commission; and whether the effective date for the beginning of limited commercial operations set forth in Section 4.73 Subsection (b) of the Commission's Rules and Regulations should be changed from Sept. 1, 1940, to some subsequent date.

IT IS FURTHER ORDERED, that Section 4.73 Subsection (b) of the Commission's Rules and Regulations be suspended pending further order of the Commission.

## All the Spots

TO ACQUAINT the listening public with its new automatic correct-time service, Republic National Bank of Dallas bought all available 25 and 50-word spots on WBAP, Fort Worth, and WFAA, Dallas, March 18-19. Tracy-Locke-Dawson handled the account.

### CBS Stock Taken Up

ALL of the CBS stock offered to the public March 14 was sold after the close of the market that day, according to an announcement by Harriman Ripley & Co., which headed a group of underwriters for the stock including Lehman Brothers, Glore, Forgan & Co., and W. E. Hutton & Co. [BROADCASTING, March 1]. Stock sold consisted of 20,000 shares of Class A stock and 80,000 shares of Class B stock, $2.50 par value, and was sold at 25¾.

**FIRST** West Coast sponsor to have a radio program telecast is Roma Wine Co., Lodi, Cal. (wines, grape juice), whose weekly *Roma Wine World's Fair Party* was broadcast over 35 Don Lee-Mutual Network stations and televised simultaneously via W6XAO, Los Angeles, on March 2, from KHJ. While (l to r) Art Linkletter, m.c. of the program, Gloria Nygard, vocalist and comedienne and C. W. Pierce, announcer-producer of Cesana & Associates, San Francisco agency servicing the account, chatted about reopening of the Golden Gate International Exposition and put in their plugs for Roma wines, Nelson Edwards, telecameraman, focused his camera and released the program to television set owners in the Los Angeles area.

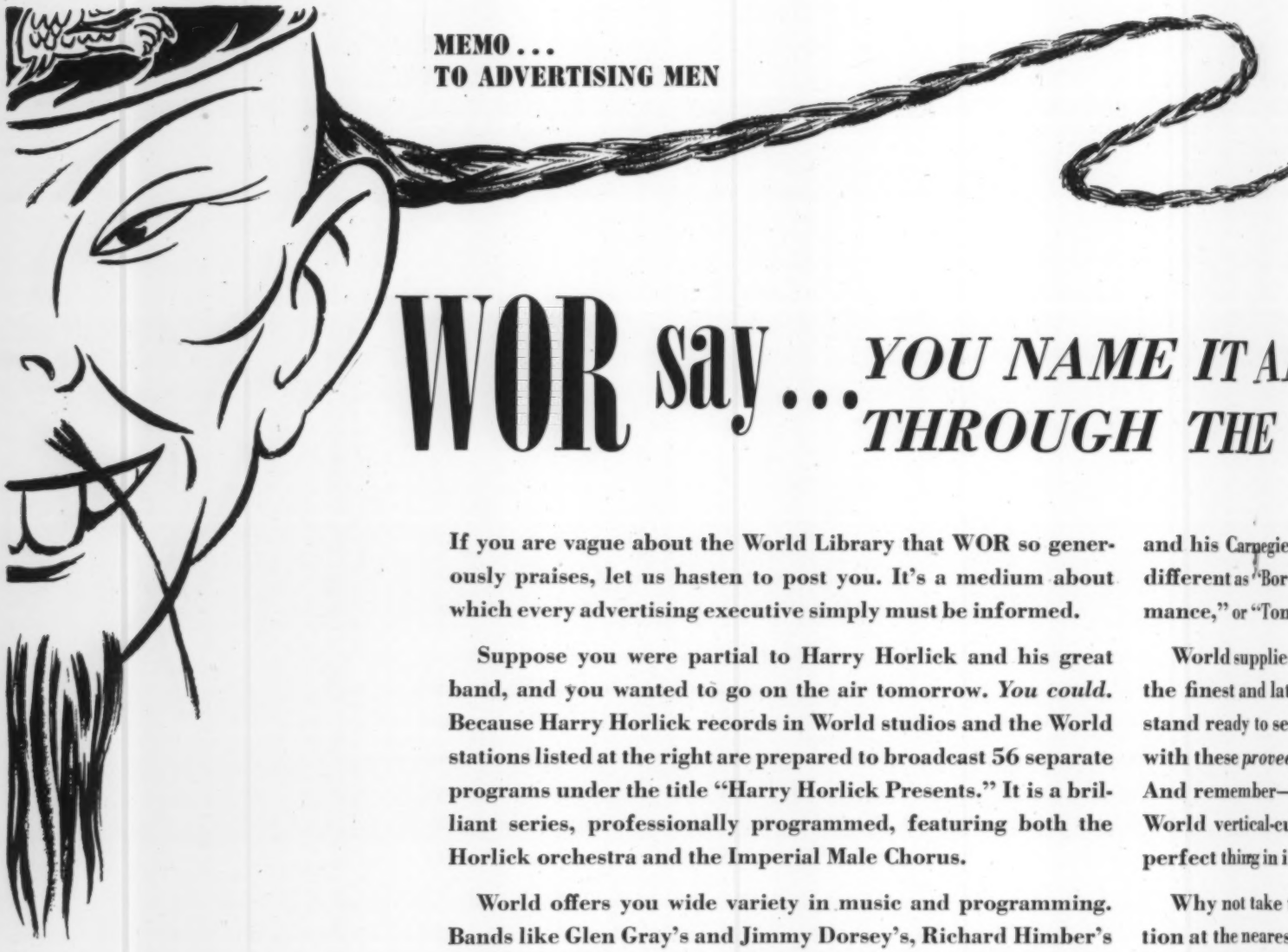
KOA, Denver, engineering staff has developed a new "alarm clock" chimes, simulating the old grandfather clock, to use in broadcasting time signals.


KWKH
SHREVEPORT
50,000 WATTS
CBS

The "home-town station"
for almost two million
people in three states.

For more information about KWKH, one of the sixteen CBS 50,000 watt stations, inquire of The Branham Company

SERVING THE RICH TRI-STATE MARKET



**MEMO . . .**
**TO ADVERTISING MEN**

# WOR say . . . *YOU NAME IT A*
# *THROUGH THE*

**If you are vague about the World Library that WOR so generously praises, let us hasten to post you. It's a medium about which every advertising executive simply must be informed.**

**Suppose you were partial to Harry Horlick and his great band, and you wanted to go on the air tomorrow. *You could.* Because Harry Horlick records in World studios and the World stations listed at the right are prepared to broadcast 56 separate programs under the title "Harry Horlick Presents." It is a brilliant series, professionally programmed, featuring both the Horlick orchestra and the Imperial Male Chorus.**

**World offers you wide variety in music and programming. Bands like Glen Gray's and Jimmy Dorsey's, Richard Himber's and Frankie Masters', and special groups like the great Magnante**

**and his Carnegie**
**different as "Bor**
**mance," or "Ton**

**World supplie**
**the finest and lat**
**stand ready to se**
**with these *proved***
**And remember—**
**World vertical-cu**
**perfect thing in i**

**Why not take**
**tion at the neares**
**complete list of W**

## NOTE HOW WORLD PROGRAM SERVICE IS REGARDED IN WIDELY SEPARATE

★*". . . the World Library has helped local sponsors sell everything from chop suey to milk, and that includes automobiles, ice boxes, pineapples, shrubs, turkeys, and—well, you name it and we've sold it through the World Library."*
—WOR, New York

*"The talent problem of the smaller station was solved when World became available."* —WMAZ, Macon, Georgia

*"We have found the World Service to be a valuable adjunct in building up our programs, both from the point of view of sustaining and sponsored programs."*
—3 KZ, Melbourne

*"World* quality, *plus World* artists, *plus World* quantity *make it the outstanding all-around Library service I know. It has made money for me."*
—WJR, Detroit

*"In the past we have used only about half of the scripts, preferring to build our own shows for the rest of the time. However, after studying each of your new shows very carefully we have set up our 1940 schedule using every single one of them."*
—KGMB, Honolulu

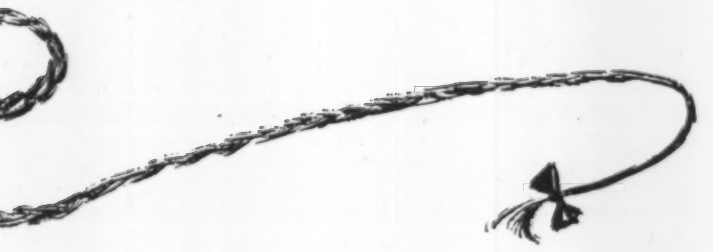
*". . . the World Library has been a tremendous asset to us."*
—WTIC, Hartford

*"World Broadcasting Syste*
*it possible for WHAM to f*
*its audience and increase*
*with programs of a high te*
*program standard."*
—WHAM

*". . . the World program,*
*for Everyone,' blocked the*
*with requests when it was*
*posite J—— B—— Sunday*
—WQ

# WORLD BROADCA

STUDIOS AT NEW YORK, CHICAGO, HOLLYWOOD • BR



# *IT AND WE'VE SOLD IT THE WORLD LIBRARY*★

is Carnegie Hall Accordion Quartet. Programs as widely ent as "Bordertown Barbecue" and "Rendezvous with Ro-e," or "Tonic Tunes" and "Siesta."

rld supplies its member stations with a constant stream of nest and latest in musical programming and our stations ready to serve the local, regional and national advertiser hese *proved* shows in as few or many markets as required. emember—radio engineers and sound scientists term the l vertical-cut, Wide Range transcription the most nearly ct thing in its entire field.

y not take the next and really illuminating step—an audi-t the nearest World station or World office? Ask to see the lete list of World shows. Pick one and let it speak for itself.

## SEPARATED MARKETS

*dcasting System has made or WHAM to further serve and increase its revenue ns of a high technical and ndard."*

—WHAM, Rochester

*rld program, 'Something ,' blocked the phone lines s when it was spotted op-B— Sunday night."*

—WQAM, Miami

*"World Broadcasting System should be given full credit for its continued contributions toward increased fidelity in the important field of electrical transcriptions."*

—WQXR, New York City

*"... the use of World has been largely responsible for the popularity of our station in this area."*

—CKWX, Vancouver

## — ADVERTISERS' BLUE BOOK —

*These stations enjoy exclusive local rights to the World Library — greatest repertory of music ever recorded for radio — and their audiences enjoy vastly superior reception because these stations have installed the most sensitive and costly equipment designed especially for broadcasting World recordings. Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service stations.*

**ALABAMA**
WHMA . . . Anniston
WMSL . . . Decatur
WMOB . . . Mobile
WJRD . . . Tuscaloosa

**ARIZONA**
KOY . . . Phoenix

**ARKANSAS**
KELD . . . El Dorado
KARK . . . Little Rock
KUOA . . Siloam Springs

**CALIFORNIA**
KPMC . . . Bakersfield
KIEM . . . Eureka
KGER . . . Long Beach
KHJ . . . Los Angeles
KLX . . . Oakland
KGB . . . San Diego
KFRC . . San Francisco
KDB . . . Santa Barbara
KSRO . . . Santa Rosa
KGDM . . . Stockton
KHUB . . . Watsonville

**COLORADO**
KFEL . . . Denver
KFXJ . Grand Junction
KGHF . . . Pueblo

**CONNECTICUT**
WTIC . . . Hartford
WELI . . . New Haven

**DIST. OF COLUMBIA**
WJSV . . Washington

**FLORIDA**
WRUF . . . Gainesville
WQAM . . . Miami
WDBO . . . Orlando
WDLP . . Panama City
WTSP . . St. Petersburg
WSPB . . . Sarasota
WJNO . West Palm Beach

**GEORGIA**
WGPC . . . Albany
WATL . . . Atlanta
WRDW . . . Augusta
WRBL . . . Columbus
WMAZ . . . Macon
WTOC . . . Savannah
WAYX . . . Waycross

**IDAHO**
KIDO . . . Boise
KRLC . . . Lewiston

**ILLINOIS**
WGN . . . Chicago
WDAN . . . Danville
WSOY . . . Decatur
WTAD . . . Quincy
WCBS . . . Springfield

**INDIANA**
WTRC . . . Elkhart
WGBF-WEOA . Evansville
WIRE . . Indianapolis
WLBC . . . Muncie

**IOWA**
WMT . . Cedar Rapids
WOC . . . Davenport
KMA . . Shenandoah

**KANSAS**
KFBI . . . Abilene

**KENTUCKY**
WHOP . . Hopkinsville
WLAP . . . Lexington
WPAD . . . Paducah

**LOUISIANA**
WJBO . . Baton Rouge
KWKH . . Shreveport

**MAINE**
WLBZ . . . Bangor

**MARYLAND**
WBAL . . . Baltimore
WTBO . . Cumberland
WFMD . . . Frederick

**MASSACHUSETTS**
WCOP . . . Boston
WEEI . . . Boston
WTAG . . . Worcester
WHAI . . . Greenfield

**MICHIGAN**
WHDF . . . Calumet
WJR . . . Detroit
WDMJ . . . Marquette

**MINNESOTA**
KATE . . . Albert Lea
KVOX . . . Moorhead
KROC . . . Rochester
KSTP St. Paul-Minneapolis

**MISSISSIPPI**
WFOR . . Hattiesburg
WAML . . . Laurel
WSKB . . . McComb
WQBC . . . Vicksburg

**MISSOURI**
KWOS . . Jefferson City
KMBC . . Kansas City
KWOC . . Poplar Bluff
KWK . . . St. Louis

**MONTANA**
KGCX . . . Wolf Point

**NEBRASKA**
KFAB-KFOR . . Lincoln
KOIL . . . . Omaha

**NEVADA**
KOH . . . . . Reno

**NEW MEXICO**
KGGM . . Albuquerque
KICA . . . . Clovis
KVSF . . . Santa Fe

**NEW YORK**
WGR-WKBW . . Buffalo
WESG . . . . Elmira
WKNY . . . Kingston
WOR . . New York City (Newark)
WINS . . New York City
WQXR . . New York City
WHAM . . . Rochester
WFBL . . . Syracuse
WTRY . . . . Troy
WFAS . . White Plains

**NORTH CAROLINA**
WCNC . . Elizabeth City
WBIG . . . Greensboro
WEED . . Rocky Mount
WAIR . Winston-Salem

**NORTH DAKOTA**
KDLR . . . Devils Lake
KRMC . . . Jamestown
KLPM . . . . Minot

**OHIO**
WJW . . . . Akron
WHBC . . . . Canton
WSAI . . . Cincinnati
WGAR . . . Cleveland
WBNS . . . Columbus
W8XVH . . . Columbus
WKBN . . . Youngstown

**OKLAHOMA**
KCRC . . . . Enid
KBIX . . . Muskogee
KOMA . . Oklahoma City
KVOO . . . . Tulsa

**OREGON**
KUIN . . . Grants Pass
KFJI . . Klamath Falls
KOIN . . . . Portland

**PENNSYLVANIA**
WCBA-WSAN . Allentown
WFBG . . . . Altoona
WLEU . . . . Erie
WKBO . . . Harrisburg
WCAU . . Philadelphia
WIP . . . Philadelphia
WCAE . . . Pittsburgh
WRAK . . Williamsport

**RHODE ISLAND**
WJAR . . . Providence

**SOUTH CAROLINA**
WAIM . . . Anderson
WCSC . . . Charleston
WFIG . . . . Sumter

**TENNESSEE**
WOPI . . . . Bristol
WDOD . . Chattanooga
WTJS . . . . Jackson
WREC . . . Memphis
WLAC . . . Nashville

**TEXAS**
KGNC . . . Amarillo
KRIC . . . Beaumont
KGKO . Dallas-Ft. Worth
WBAP . Dallas-Ft. Worth
KTRH . . . . Houston
KPDN . . . . Pampa
KPAC . . Port Arthur
KTSA . . San Antonio

**UTAH**
KEUB . . . . . Price
KDYL . . Salt Lake City

**VIRGINIA**
WSVA . . Harrisonburg
WRVA . . . Richmond
WDBJ . . . . Roanoke

**WASHINGTON**
KXRO . . . Aberdeen
KIRO . . . . Seattle
KUJ . . . Walla Walla
KPQ . . . Wenatchee

**WEST VIRGINIA**
WHIS . . . . Bluefield
WCHS . . . Charleston
WBLK . . . Clarksburg
WPAR . . Parkersburg

**WISCONSIN**
WEAU . . . Eau Claire
WHBY-WTAQ . Green Bay
WKBH . . . La Crosse
WIBA . . . . Madison
WISN . . . Milwaukee
WSAU . . . . Wausau

**HAWAII**
KHBC . . . . . Hilo
KGMB . . . Honolulu

## CANADA

**ALBERTA**
CFAC . . . . Calgary
CJCA . . . Edmonton

**BRITISH COLUMBIA**
CKWX . . . Vancouver

**MANITOBA**
CFAR . . . Flin Flon
CJRC . . . Winnipeg

**NEW BRUNSWICK**
CKCW . . . Moncton
CHSJ . . . Saint John

**ONTARIO**
CKPC . . . Brantford
CKCA . . . . Kenora
CBO . . . . Ottawa
CKSO . . . Sudbury
CFOS . . Owen Sound
CKCL . . . . Toronto
CKLW . . . . Windsor

**QUEBEC**
CKAC . . . Montreal
CKCV . . . . Quebec
CHLN . . Three Rivers

**SASKATCHEWAN**
CKBI . . Prince Albert
CJRM . . . . Regina
CJGX . . . . Yorkton

## FOREIGN

**AUSTRALIA**
5 DN . . . Adelaide
4 BC . . . Brisbane
3 KZ . . . Melbourne
2 GB . . . . Sydney

**NEW ZEALAND**
1 ZB . . . Auckland
2 ZB . . . Wellington
3 ZB . . Christchurch
4 ZB . . . . Dunedin

**MEXICO**
XEW . . . Mexico City

**SOUTH AFRICA**
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg

**VENEZUELA**
YV5RA-YV5RC . . Caracas

# CASTING SYSTEM

• BRANCHES AT SAN FRANCISCO AND WASHINGTON

XUM

# BROADCASTING and Broadcast Advertising

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## OUR PLATFORM

*Keep American radio free as the press.*

*Maintain a system of free, competitive broadcasting, rendering public service without undue restraint.*

*Build programs to provide the greatest good for the greatest number.*

*Avoid political partisanship on the air.*

*Install radios in every home, classroom, office, automobile, passenger train and airplane.*

*Keep pace with technical developments and foster their commercial applications.*

## ASCAP Rides Again

ASCAP didn't do the unexpected. It's still playing the broadcasters for suckers. It was that way in 1932 and again in 1935. The only difference is the over-all asking price, which increases by the size of a junior national debt each time. In ASCAP's shell game all that's necessary is to throw one industry group a chunk of red meat, sock the others and, when they are cut and bleeding, ride through the middle with skull and cross-bones aflutter. This may be indelicately expressed, but the facts lend themselves well to metaphor.

This time the $50,000-a-year-gross-or-less independent is the object of ASCAP's flirtation, after having been percented almost to extinction for nearly 10 years. Other stations, by virtue of the clearance at the source proposition, seemingly also would get concessions, with the networks—on paper—as the real fall guys. It's smart baseball, if the ump isn't looking.

Except for the smaller stations and for the networks, the ASCAP plan is strangely ambiguous. Who falls in what bracket seems open to negotiation—negotiations which will begin April 15, according to the command from Tin Pan Alley. And you get 'em for 10 years this time if you take contracts while they're hot.

What do we think? Well, up to now copyright history is repeating itself. In 1932 ASCAP proposed clearance at the source, with the networks to pay 5% on all their revenue. But it didn't turn that way. To think that the networks will absorb the proposed 7½% on their gross income under the new ASCAP asking price is foolhardy. They can't, and continue the same operating scale. Readjustment of compensation with affiliates sooner or later would be a foregone conclusion, if the present system of operation is to survive.

Let's take a quick inventory. Assuming ASCAP's success in mulcting the industry to the tune if proposes, it would mean an industry outgo of $7,500,000 to $10,000,000 a year for the use of ASCAP's repretoire. ASCAP offers 10-year contracts. That means during the next decade the industry would shell out from $75,000,000 to $100,000,000 to ASCAP and its none-too-happy publishers for the right to help them sell sheet music and records and get radio, stage and other engagements.

Now what is to be lost by taking a little time to sleep on the ASCAP proposition? It can't recant on the offer to the independents because it has admitted it has done them wrong for lo, these many years. Network affiliates, whatever their grievances with headquarters, can't hope to win on all scores—not after the rude awakenings of 1932 and 1935. It seems rather idle to talk again about a united industry, after so many past splits, but that's the only salvation.

As long as we can remember NAB conventions, broadcasters have resolved for a "pay-as-you-use" method of royalty, whatever the figure. A necessary part of such a plan is clearance at the source. ASCAP has blandly adopted the clearance provision, and dismisses the "per program" method without ever having discussed it with a representative industry group. It has excluded NAB from its conversations by the same snubbing tactics it employed in 1932 and 1935. Obviously, it means to negotiate individually with stations or small groups, if it can, because it fears the impact of a united industry. To us it seems clear that if the "per program" formula is to be attained it can only be through a strong industry committee with the power to act for all.

In 1932 it was Oswald F. Schuette, then NAB copyright negotiator, who became the butt of ASCAP's tormenting tactics, and kept it in its act of perpetual rage. In 1935 it was James W. Baldwin, NAB managing director. Now its NAB President Neville Miller, CBS Executive Vice-President Edward Klauber and Broadcast Music Inc. But there is a difference. The industry is stronger and wiser, and, if advance signs mean anything, it is willing to engage in a finish fight.

Nearly 300 broadcasters are in Broadcast Music Inc., making the third attempt to set up an industry music supply. ASCAP doesn't like BMI. The derisive comments of Gene Buck indicate that. Which makes us feel that maybe BMI is the salvation after all.

We recall Warner Bros. pulling out of ASCAP in 1936 with about 25% of ASCAP's popular catalog. We recall its return to the fold after the networks and many stations refrained from performing its music while a series of WB musical colossals flopped because the public hadn't heard the numbers. The important ASCAP publishing houses are movie-dominated. ASCAP revenue, despite its bleeding of radio, is a pittance to the Hollywood producers, who gauge their music as a by-product of the movies. They use it (and plug for radio performance) to attract box-office.

As we see the broad picture, the networks must give BMI everything they've got to break the ASCAP stranglehold. That *may* means ASCAP music will not be performed over the networks effective next Jan. 1. And that *would* mean a tobogganing of the popularity of ASCAP's repertoire, for it is a truism that nothing is deader than an unperformed tune. Will the motion picture music publising subsidiaries be satisfied with that?

ASCAP has started out on a high-handed basis, repeating the past. It will wax more truculent as time marches on because that technique has worked before, and because it can wave that $250-per-innocent-infringement law in the face of every broadcaster. It has already begun to abuse key individuals dealing for the broadcasters after refusing to negotiate with a copyright committee of the NAB. It's the identical song and dance, with a few of the personalities changed, and the inevitably higher asking price.

However attractive the bait might be, we think it would be a serious mistake to flop at this stage. The composite industry has a fighting chance without ASCAP music. It would be a complete surrender to accept the untenable over-all terms. There just isn't any reason for a stampede. Besides, who knows, Uncle Sam may yet see fit to do something about that bewhiskered anti-trust suit against ASCAP still on the books in New York.

## 'Pulitzer' Awards

THIS 20th year since modern broadcasting began its phenomenal rise to its present social and economic stature seems a particularly appropriate time for recognition of a new sort. Unlike other arts and professions, radio has never been honored with awards for merit of the kind represented by the Pulitzer award for journalism and letters. Since radio in some of its important aspects is audible journalism, the move on the part of the University of Georgia, prompted largely by the veteran Lambdin Kay of WSB, is in the right direction.

The Pulitzer awards themselves also have a golden opportunity not only to prove that the breach between radio and the press has been healed entirely but to give proper recognition to audible journalism. Judged by a group of outstanding figures in public and professional life, these annual prizes are the most coveted in American journalism, literature and the theatre. Radio partakes of all three, and it would be a simple matter for the Pulitzer board to broaden its scope by including radio achievements for annual awards. The board meets this month, and it would be a particularly appropriate time to announce that radio awards will begin next year. Old Joe Pulitzer, whose able son as a radio station owner has shown a keen appreciation of the importance of radio, would, we think, seize upon the opportunity.

# We Pay Our Respects To —

EDWARD WILLIAM WOOD, Jr.

WHEN, last month, Edward William Wood Jr. moved his headquarters from Chicago's Tribune Tower to 1440 Broadway in Manhattan as the first incumbent of the sales managership of MBS, the story might have been headed "Return of the Native" or "Local Boy Makes Good". For Ed Wood is one of that seldom-met species, the born and bred New Yorker.

To get the vital statistics over with let's record here and now that Ed was born just 36 years ago, come next month. He attended New York's public grammar and high schools and New York U. In college he majored in Latin, with extra-curricular attention to dramatics and to various editorial jobs on the school publications. It was only after his graduation that a kind friend, deciding that Ed was now old enough, introduced him to the facts of advertising life, starting a romance that in 15 years has never missed a beat. Or, to express it more prosaically, Ed's first job was in advertising; he liked the field and he's still in it.

After a year with a trade paper in the export field, Ed in 1926 became New York advertising representative of the European edition of the *Chicago Tribune*. For three years he sold advertisers on the idea that, since all Americans with enough money to buy anything had moved to Europe, the best way to secure their patronage was to advertise in the paper they read over there. Then came 1929. Something happened to the stock market; dividends disappeared; Americans in Europe came home; those who were already at home stayed here, and Ed was transferred to Chicago as a member of the Trib's advertising staff.

In 1930 he left the paper to sell space for *True Story* magazine, but a couple of years later he returned to the *Tribune* fold as a salesman for the newspaper's radio station, WGN, Chicago. Late in 1932 Ed went back to New York to open and head a sales office there for the station. This venture proved so successful that in 1935 he was again transferred to Chicago, this time as sales manager of WGN.

In January, 1940, the Mutual Broadcasting System underwent a reorganization. In February, at the first meeting of the new board of directors, a decision was made to divide the duties of the general manager and to create a new post, that of sales manager. The job called for a man of proven ability both as a salesman and an executive, for a thorough knowledge of radio and for an intimate acquaintance with Mutual policies and procedure. Since WGN had been one of the founders and co-managers of MBS, the sales manager of that station was an obvious choice for the position and so, in mid-March, Ed Wood returned to New York.

Handsome, cheerful and friendly without carrying any of those happy traits to an objectionable degree, Ed is a sociable sort of person who is inclined to spend more time in the offices of his clients than in his own, a fact that may explain his extra-successful sales record. The kind of a leader who actually leads his men in the field rather than directing them from a secluded office, Ed in his first week in New York had found no time to get settled in his new quarters, but had become intimately involved in a number of solicitations for new business for Mutual.

Married to the former Esther Efird of Winston-Salem, Ed is the father of a boy, Edward William Wood 3d, who will be 5 in May. Though an enthusiastic golfer, Ed spends more time following sports, and whenever a major fight, meet, tournament or other athletic event is scheduled he can usually be spotted in a ringside seat.

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JAMES PETRILLO, president of the Chicago Musicians' Union, who came to Hollywood in mid-March with Joseph N. Weber, president of the American Federation of Musicians, has returned to his home headquarters. Mr. Weber will remain on the West Coast for several weeks.

# Personal NOTES

M. H. AYLESWORTH, former NBC president and until recently publisher of the *New York World Telegram*, has announced the opening of his new offices as attorney and public relations counsel, Suite 4224, 30 Rockefeller Plaza; telephone, Circle 6-2535.

STUART SPRAGUE, New York radio attorney and special counsel for the NAB, is the father of a son, as yet unnamed, born March 21, the Sprague's second son.

ALEX KEESE, regional sales manager of WFAA, Dallas, on March 23 began a six-weeks layoff on doctor's orders.

G. STANLEY McALLISTER, CBS New York director of construction and building operations, was in Hollywood during late March to inspect two new audience studios now nearing completion. These facilities will be ready for use by mid-April. They adjoin the network's Columbia Square building.

JACK FIELD Jr., sales manager of WPTF, Raleigh, and his partner defending champions, were runners-up in the Raleigh badminton doubles tournament. Mrs. Field and partner placed second in the women's doubles division.

JOHN T. McMANUS, radio editor of *Time* Magazine, on April 1 joins the new New York newspaper *P.M.* as radio editor. The daily paper is scheduled to start June 1. Mr. McManus was previously film critic of the *New York Times*. No successor has yet been named at *Time*.

L. J. (Jerry) DuMAHAUT, commercial manager of CKLW, Detroit-Windsor, is the father of a boy born March 19.

GILBERT SELDES, CBS director of television programs, discussed television in relation to the motion picture industry at the AMPA luncheon meeting in New York March 21.

WILBUR EDWARDS, account executive of WBT, Charlotte, N. C., in mid-March married Jane Holman.

HOWARD KEEFE, formerly western advertising manager of the *American* Magazine, has joined the MBS sales staff in Chicago.

HAL SEVILLE has returned to WBAX, Wilkes-Barre, Pa., as general manager, succeeding Dale Robertson, who resigned as of March 15. Richard Evans has been appointed local sales manager .

JAMES EDWARD GOLDSMITH, formerly with Wills & Co., St. Louis, has joined the sales staff of KMOX, St. Louis.

BERRY LONG, KOA, Denver, account executive, has returned to his station duties from Memphis, where he was called by the serious illness of his father.

PAUL W. KESTEN, CBS New York vice-president, was in Hollywood during late March to confer with Donald W. Thornburgh, Pacific Coast vice-president.

JAMES A. DAVENPORT, formerly with the *Atlanta Journal* and the Hearst Newspapers, has joined the sales staff of WGST, Atlanta.

DON E. GILMAN, NBC western division vice-president, Hollywood, has been appointed a director of the Los Angeles Community Development Assn., to represent radio.

B. F. McCLANCY, NBC New York traffic manager, was in Denver during late March for conferences with Lloyd E. Yoder, manager of KOA.

HERMAN BESS, executive vice-president in charge of local sales of WNEW, New York, has signed a five-year contract with the station to continue in that position and will hold the title of commercial manager. Irene Davis assistant to Mr. Bess, has been promoted to commercial traffic manager. Judy Dupuy, assistant to Richard Bard, WNEW publicity director, on April 8 joins *PM*, daily New York newspaper, as assistant to John McManus, radio editor. Rhea Diamond, formerly assistant to Leon Goldstein, publicity director of WMCA, New York, will take over Miss Dupuy's position.

WALTER DUNCAN, national sales manager of WNEW, New York, on March 18 was elected vice-president of Wodaam Corp., operator of the station, according to announcement by Bernice Judis, managing director of WNEW. Mr. Duncan, formerly of the NBC sales department, joined WNEW in 1937 as head of the national sales department and will continue in charge of that department. Herman Bess, executive vice-president, is director of the WNEW local sales department.

JULES DUNDES of the CBS sales promotion department has been named sales promotion manager of WABC, New York, in line with the CBS policy of having each of its owned and operated stations function with its own promotion staff, according to an announcement on March 18 by Arthur Hull Hayes, WABC sales manager. Mr. Dundes has been in the CBS sales promotion department for the past four years and previously was on the staff of the *New York Post*.

C. W. CHATTERTON, formerly assistant business manager of the *Portland Oregonian* and director of its stations, KGW and KEX, has joined the business staff of the Chicago *Herald-American*.

ROBERT C. MAYO, salesman of WABC, New York, and Barbara Jacobs of Bethlehem, Pa., have announced their engagement.

JERRY AKERS, veteran radio executive, has been named general manager of the new KYUM, Yuma, Ariz., which was inaugurated March 15 and joined the NBC network as a supplementary outlet on that date.

ROY C. WITMER, NBC vice-president in charge of sales, left New York March 28 for a business trip to the West Coast. He plans to stop in Chicago en route and to return to New York in about three weeks.

EMILE J. GOUGH, formerly head of Hearst Radio Inc., is now in the fabric manufacturing business, with offices at 280 Madison Ave., New York, and plant in Pawtucket, R. I. Product is Tecron and company is Tecron Inc.

F. A. BUTTREY, president of KFBB, and Al Hansen, general manager, after a month's sojurn in Phoenix, have returned to Great Falls, Mont.

R. C. LOCKMAN, CBS Hollywood account executive, is the father of a girl born March 15.

H. B. McNAUGHTON, former general manager of WTBO, Cumberland, Md., has joined KBIX, Muskogee, Okla. in an executive capacity.

EDWARD JANSEN, formerly promotion and production manager of KOL, Seattle, has joined the sales staff of KSFO, San Francisco.

DR. GEORGE W. YOUNG, owner of WDGY, Minneapolis, has been commissioned by American Airlines as an Admiral of its flagship fleet in recognition of service on behalf of air travel. He has been flying his own plane since 1922.

BROADUS McSWAIN, manager of WGNC, Gastonia, N. C., on March 16 married Catherine Todd, daughter of Floyd C. Todd, WGNC owner.

VERNON BOYLSON, formerly of WDZ, Tuscola, Ill., has joined the commercial staff of KTOK, Oklahoma City.

# BEHIND the MIKE

HELEN BROWNE BENNETT, daughter of Andrew W. Bennett, Washington counsel for National Independent Broadcasters Inc., was married March 23 to Lieut. (J. G.) Bruce Langdon, of the Navy Medical Corps. They will live temporarily in China where Lieut. Langdon has been assigned for a tour of duty.

VIC RUGH, sportscaster of KTUL, Tulsa, is the father of a girl, Dana Joanne, born in March.

JOHN ADEMY, announcer of WCAO, Baltimore, presented a recent song recital sponsored by Peabody Conservatory of Music Alumni Assn. of which he is a graduate.

MISS WAUHILLAU LaHAY, director of women's activities of KLZ, Denver, and publicity director of the station, has resigned to join the staff of the *Kansas City* (Mo.) *Labor Herald*. She has been succeeded as m.c. of the *Lady Lend an Ear* program by Pat Burns, continuity chief, while Helen Benwell moves into the continuity department and Jeff Baker, of the promotion department, adds publicity to his activities.

DON DOWD, NBC-Chicago announcer, has returned to his desk following an abdominal operation.

ELMO TANNER, whistler and singer on the NBC *Beat the Band* program, is the father of a boy born March 13. Baby has been named Elmo Jr.

HELEN HALL has been promoted to publicity director of WAIM, Anderson, S. C.

MAURICE HART, announcer on *World's Fairest Music*, daily program on WMCA, New York, has written a song titled "Believing" in collaboration with Bob Emmerich and Al Stillman for recording by Freddie Martin, Tommy Dorsey, Bob Crosby and Dick Jurgens.

FOX CASE, CBS Pacific Coast director of public relations, Hollywood, has been elected president of the California Sixth District Agricultural Assn. Case recently was appointed to the California State Board of Agriculture by Gov. Olson for a four-year term. He is also a director of the California State Agricultural Society and a member of the State Fair Board. In late March he was made a member of the advertising committee of the All-Year Club of Southern California. He is owner and operator of Rancho Cielito in Orange County, Southern California.

FRANK GALEN, Hollywood writer on the CBS *Texaco Star Theatre*, sponsored by Texas Co., and Natalie Firestone, non-professional, were married in that city Feb. 15.

CARLTON E. MORSE, Hollywood writer-producer of the NBC serial, *One Man's Family*, sponsored by Standard Brands (Tenderleaf tea), has recovered from a throat operation.

JACK COPELAND, news editor of the Arizona Network, Phoenix, has been appointed radio editor of the *Arizona Farmer*, a weekly.

GEORGE BECK, Hollywood radio writer, is the father of a girl born March 12.

JO ANNE YESTEN has been appointed secretary to Lambert B. Beeuwkes at KYW, Philadelphia, replacing Katheryn Ullman who joined the *Philadelphia Record*.

OSCAR LINN, formerly of WRAK, Williamsport, Pa., was appointed relief announcer at KYW, Philadelphia, during the absence of Leroy Miller, recuperating from an operation.

CLIFF JOHNSON, formerly program director of KFOR, Lincoln, has been transfered to KOIL, Omaha, as commercial program manager. Harold Hughes, KOIL program director for the last year, has been named program production manager of the station, and Chuck Miller, formerly announcer of KFAB, Lincoln, has been shifted to KFOR as program director.

NEAL KEEHN, special events director, and Walt Lochman, sports commentator of KMBC, Kansas City, were among 14 local business and professional men designated for the Legion of Honor by the grand council of the Order of DeMolay at a recent meeting in Baltimore. The honor is conferred on former members of DeMolay for business, professional and civic leadership.

HARRY BRIGHT, formerly of WBLK, Clarksburg, W. Va., and David Sievers, new to radio, have joined the announcing staff of WGBR, Goldsboro, N. C. Mrs. Irene Morris has been named program director replacing Bob Armstrong and Mrs. Margaret Early is now continuity director.

JIMMY FARMER, vocal artist of WTSP, St. Petersburg, Fla., has been named musical director of the station, and also will handle announcing assignments.

RED FOLEY has returned to the staff of WLS, Chicago, where he started in 1932 as a member of the *Cumberland Ridge Runners*. During the last two years he had been featured on the NBC *Avalon Time* program.

MRS. ELIZABETH FOY, assistant to A. O. Coggeshall, program manager of WGY, Schenectady, has resigned. She has been succeeded by Jeanette Swart. Robert Warner, of the guest relations staff, has been shifted to news.

GEORGE SUTHERLAND, WKRC, Cincinnati, sportscaster, is heard nightly from the Tampa, Fla., training camp of the Cincinnati Reds on the *Sports Trail*, interviewing ball players and giving resumes of activities in all training camps.

DICK BRAY, sportscaster of WSAI, Cincinnati, spent the last half of March in Tampa, Fla., with the training Cincinnati Reds, recording interviews and pre-season comments for daily broadcast on his daily *Sports Review* show sponsored by Ford Motor Co. and Goodrich Rubber Co.

HARLOW WILCOX, Hollywood announcer on the NBC *Fibber McGee & Molly* program sponsored by S. C. Johnson & Son, has returned to Hollywood from Chicago where he served as narrator for a series of commercial films.

ARCH OBOLER, NBC Hollywood writer and MGM scenarist, has returned from a business trip to New York and resumed work on the film, "A Woman's Face".

ALBERTA THOMPSON, of NBC Hollywood auditing department, and Jack Sanders, Los Angeles salesman, were married March 16 at Las Vegas, Nev.

CHARLES P. SHOFFNER, declared to be Philadelphia's oldest broadcast, on April 12 celebrates his 17th anniversary on the air and his 1,078th program on WCAU. Ray Rich, new WCAU announcer, has been in Jefferson Hospital with flu.

DARRELL MARTIN, known as the first radio editor, has resigned from the *Pittsburgh Press* and will manage radio personalities. He is succeeded by Vince P. Johnson.

BOB SHIELD, announcer of KDKA, Pittsburgh, recently made his first solo landing at a Pittsburgh airport.

SI BURICK, WHIO, Dayton, sports commentator, is following the Cincinnati Reds on their exhibition tour of Florida and Cuba, transcribing interviews with the players for his daily sports review, sponsored by the Dayton Coca Cola Bottling Co.

# Meet the LADIES

**BARBARA BRENT**

STARTING little more than a year ago, Barbara Brent, at that time new to radio, has built up her program for women on WFAA, Dallas, until it now has four participating sponsors. As director of woman's activities at WFAA, she is on the air six mornings a week, talking about cooking, sewing, literature, husbands and everything else under the sun interesting to feminine listeners, in addition to conducting interviews. Between broadcasts, she works on future programs and speaks before women's clubs and other groups, and enjoys her hobby, painting in oils. One of her paintings, "Black Cat at Night", was included in a recent exhibition at a prominent Dallas gallery. She makes her own greeting cards.

## War Wedding

ASSIGNMENT of Thomas Grandin, CBS foreign correspondent, to cover the Balkan conference ended in the marriage of Grandin and Natalia Parliagras, Yugoslav government broadcaster, after a swift courtship. They were married in a Greek Orthodox church in a colorful ceremony. Grandin, ordinarily a cryptic cabler, sent to CBS a costly description of his wife's beauty which Paul White, CBS public events director, accepted in view of the romantic circumstances.

ALFRED COOK, formerly of Cook & Doherty, New York, and NBC Artists Service, and Herbert Landon, formerly of the Constance Hope Associates, New York, have organized Cook, Landon Associates at 11 E. 48th St., New York, to specialize in publicity with special emphasis on radio. Telephone is Plaza 5-6876. Larry Krasner, formerly of *Radio Daily*, has also joined the new company.

NORMAN W. MASTERSON, on the announcing staff of KFOX, Long Beach, Cal., for more than two years, has resigned because of illness.

HARRY HOFF, formerly an associate producer of Transamerican Broadcasting & Television Corp., New York, has joined Thomas Rockwell's General Amusement Corp., New York, to assist in the company's plan for expansion in the radio program production field.

MEREDITH WILLSON, Hollywood musical director of the NBC *Good News of 1940 program*, sponsored by General Foods Corp., (Maxwell House coffee), will have his new symphony, "Missions of California," world premiered April 4 and 5, by the Los Angeles Symphony orchestra, under direction of Albert Coates. The composition runs 37 minutes and represents four years of work by Willson who is formerly NBC western division musical director.

PHIL ALLEN, formerly of KFBB, Great Falls, Mont., has joined the announcing staff of KVI, Tacoma, Wash. James Doyle, formerly of the *San Francisco Call*, has joined the KFBB continuity department.

CARL MARK, announcer of WHK-WCLE, Cleveland, has been named special events director of the stations. Robert Carter, formerly of WFMJ, Youngstown, O., has joined the WHK-WCLE announcing staff, replacing Guy Wallace, resigned.

EARLE McGILL, CBS program producer, has written a book titled *Radio Directing*, which McGraw-Hill Publishing Co. will publish April 5.

EDMUND ABBOTT, formerly of WCCO, Minneapolis, has joined the production staff of KSL, Salt Lake City.

GRADY ANGLIN, formerly with KPDN, Pampa, Tex., has joined the announcing staff of KTOK, Oklahoma City.

HARRY SOSNIK, Hollywood musical director of the NBC *Hollywood Playhouse* series, sponsored by Andrew Jergens Co., (Woodbury soaps), has resigned that post to join Decca Records, New York, as musical director.

JOHN SCOTT TROTTER, Hollywood musical director of the NBC Kraft Music Hall program, sponsored by Kraft Cheese Co., and Carroll Carroll, writer of the series, have collaborated in writing a new song, "You Are the One." It will be recorded by Bing Crosby, star of the weekly program.

SAMMY HARRIS, vaudeville booker, has joined WOV, New York, to manage the vaudeville and night club placement of entertainers for the station's artist bureau under Sydney Leipzig.

MARY HEATON, formerly secretary to Robert Tincher, manager of WNAX, Yankton, S. D., is now in the Chicago office of Lord and Thomas.

GENE ALLEN CARR and Wilson Northcross, both new to radio, are being trained as announcers by Emmett McMurray, WHBQ, Memphis, program director.

EDGAR TIDWELL, chief announcer of KGB, San Diego, Cal., has resigned that post and moved to Hollywood where he plans to free lance.

ARTHUR LODGE, Jr., senior at St. Thomas College and UP rewrite man at KSTP, St. Paul, has been chosen by the Twin Cities Catholic Youth Conference to present a quarter-hour weekly religious news program, *Catholic News*, on KSTP, and Minnesota Radio Network.

FRED WOOD, announcer of WIP, Philadelphia, is convalescing after an emergency appendectomy March 19.

PAT FLANAGAN, baseball announcer of WBBM, Chicago, was in Southern California during March to see the Chicago Cubs and White Sox train.

AL JARVIS, conductor of the *Make Believe Ballroom* and *Face the Music* programs on KFWB, Hollywood, has announced his engagement to Helen Elliott of Glendale, Cal.

THOMAS SNOWDEN is now program director of WEED, Rocky Mount, N. C.

TAMS BIXBY III has been appointed program director of KBIX, Muskogee, Okla., succeeding Mark Weaver.

ART BROWN, *Rise & Shine Man*, of WOL, Washington, recently completed his seventh week of conducting four-daily community sings from the organ of Washington's Capitol Theatre setting a new record for hold-overs. Frank Young, WOL announcer-pianist-composer, recently completed his newest musical composition, "East Indian Suite", which is scheduled for an early performance on MBS by the U. S. Army Band, conducted by Capt. Thomas F. Darcy. "Housetops", another Young composition, has been featured several times on Army Band broadcasts.

HARLEY HUBBARD, formerly of KFDA, Amarillo, has joined KXOX, Sweetwater, Tex.

DAVID CLARK, continuity-production manager of KFDA, Amarillo, has sold a story to *This Week* magazine.

DOROTHY MERCHANT, former receptionist at KYSM, Mankato, Minn., has been transferred to continuity.

EL PROUGH, former Fargo, N. D., sports announcer, will handle Indianapolis baseball over WIRE this season.

LARRY HUSEBY, KMO, Tacoma, publicity director, has been named by Manager Carl E. Haymond, as captain of the station's Tacoma commercial league golf team. KMO team members include besides Haymond and Huseby, Jerry Geehan, Bert Dunn, and Roscoe Smith.

ED LINEHAN, program director of KRNT-KSO, Des Moines, is the father of a girl born March 19.

MARJORIE LEUTHI, of the continuity department of WBAP, Fort Worth, has been elected to the Business & Professional Women's Club of Fort Worth.

RUSSELL WYLY, formerly program director of WSAV, Savannah, Ga., has joined the announcing staff of WMBD, Peoria, Ill.

OSCAR LINN, formerly of WRAK, Williamsport, Pa., has joined KYW, Philadelphia, as relief announcer.

ALAN CAMERON, Hollywood free-lance writer, has joined the production staff of KMPC, Beverly Hills, Cal.

AL STRACKE, member of the *Cadets*, male quartet heard on *Club Matinee* and the *National Farm & Home Hour* from NBC-Chicago, is ill with a heart ailment. His brother, Win, is substituting on these programs.

BILL ARMS, formerly with KTAT, has joined KGKO, Fort Worth.

AL LEARY, manager of CKCL, Toronto, is at Avon Park, Fla., for a six-week period at the training camp of the Toronto Maple Leaf Ball Club, sending daily reports for sportcasts.

NICK MARIANA, KGVO, Missoula, Mont., sports announcer, officiated as referee at the Montana State High School Basketball Tournament at Livingston, Mont.

MARSHALL SMALL has joined the announcing staff of KGVO, Missoula, Mont.

TED SHERDEMAN, NBC Hollywood writer-producer, has returned to his duties after completing an assignment as co-writer of "Radio Cavalcade" at 20th Century-Fox Studios.

SAM HAYES, Hollywood commentator on the five-weekly quarter-hour NBC *Sperry Morning News*, sponsored by Sperry Flour Co., has an announcer's role in the Universal film, "Alias the Deacon," which features Bob Burns. Hayes also has been cast for a similar role in "Ski Patrol," to be produced by Universal Studios.

JOHN FRAZER, NBC Hollywood announcer on the weekly *Signal Carnival* sponsored by Signal Oil Co., and Blanche Horton, non-professional, were to be married April 2.

FRED KNORR, formerly of WHLS, Port Huron, Mich., has joined WMBC, Detroit, as program director. Bill Rice, formerly of WHLS, has joined the WMBC announcing staff.

LEONARD SHREVE, announcer, formerly with KGW-KEX, Portland, Ore., recently was added to the staff of KDON, Monterey, Cal.

FLOYD FARR, Richard Vail and Bud Heyde are recent additions to the KPO-KGO, San Francisco, announcing staff.

BOB FREED, announcer of KLZ, Denver, recently announced his marriage to Geraldine Hagins.

HAL FIMBERG, Hollywood radio writer, is the father of a girl born early in March.

THOMAS SCHAIELL, new to radio, has joined the guide staff of NBC-Chicago, replacing Edmund Frigone, resigned.

ELWYN OWEN, formerly conductor of the Milwaukee Symphony orchestra has joined NBC-Chicago as staff organist. Irma Glen and Larry Larson are other members of the regular staff.

TOMMY BARTLETT, WBBM-CBS announcer, left on April 1 for a three-week vacation in Mexico.

HAL McINTYRE, announcer, formerly with KRE, Berkeley, Cal., has joined KYA, San Francisco.

## Linton to N. Y. Office

RAY LINTON, head of Ray Linton & Co., radio program firm, on April 1 opened a New York office. Mr. Linton has moved his family from Chicago to New York and will be in charge of the New York office, with Paul Brines continuing in Chicago. The firm recently signed Courtenay Savage, well-known writer and producer. Mr. Savage was formerly head of continuity of CBS, New York, and more recently wrote and produced a number of daytime serials for General Mills and Procter & Gamble while with Blackett-Sample-Hummert, Chicago.

Mr. Linton

RONALD REAGAN, formerly announcer of WHO, Des Moines, and now a Warner Bros. contract player, will play the role of George Gipp, Notre Dame football star, in the film, "Life of Knute Rockne".

## Fibber, Lum and Abner Are Signed for Movies

THE JORDANS, Jim and Marian, stars of the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son (wax), have closed a deal with Mel Shauer, Hollywood film producer, to make three pictures a year. The first will go into production in June when their weekly program goes off the air for the summer. Stories selected will be the homey type, similar to the theme used in the radio series. Don Quinn, writer; Cecil Underwood, producer of Needham, Louis & Brorby Inc., on the show, and members of the radio cast are expected to draw assignment in the film. The Jordans made their film debut under Shauer's production supervision two years ago, in "This Way Please," at Paramount Studios.

Chester Lauck and Norris Goff have been signed by Voco Production, Hollywood, for a series of pictures to start in early April. Pictures will be based on their *Lum & Abner* program.


CONCENTRATE YOUR FIRE

On Indiana's "Bright Spot"

BOMBS do not fall on Indiana—but you can reach your sales objective with directness and power if you aim at the "bright spot" through WOWO. It's at the center of a rich Indiana market—with a liberal bonus coverage in Michigan and Ohio. Ask for folder now.

WESTINGHOUSE RADIO STATIONS, INC.

10,000 WATTS, 1160 Kc. NBC BASIC BLUE NETWORK

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

WOWO

FORT WAYNE, INDIANA

WOWO

AIREA

INDIANA'S MOST POWERFUL RADIO STATION

"ONLY KSFO WAS THERE"...one of a series

The FLOOD didn't come to SAN FRANCISCO

...but KSFO went to the flood—

In Northern California early in March, excitement ran as high as the waters that swept over farms and villages. While real disaster was averted, its threat made nation-wide news.

The only COMPLETE radio coverage of the flood's climax was that given by KSFO and through it to the Columbia Pacific network.

Ranging from an *eye-witness story that could have come only from the flight of a chartered plane over the flooded areas to bulletins broadcast in cooperation with State authorities, KSFO's coverage of this near-disaster was typical of this station's alert handling of matters important to Northern California.

It's this sort of SERVING, along with topflight local shows and Columbia's leadership in network programming, that has established and maintains KSFO at the peak of popularity in Northern California.

*So outstanding was the eye-witness story as broadcast by KSFO that it was used almost verbatim by United Press in a nation wide press release.

KSFO 560 KC COLUMBIA BROADCASTING SYSTEM

PALACE HOTEL SAN FRANCISCO

REPRESENTED NATIONALLY BY FREE & PETERS, INC.

## Supreme Court

(*Continued from page 12*)

has any jurisdiction over FCC decisions denying assignments of license. This issue is raised in the appeals of both CBS and KSFO, San Francisco, from the Commission decision denying assignment of KSFO under lease to the network.

Justice Roberts, in reciting the court's opinion without referring to a single note, pointed out the lower court had held that the Commission had erred in failing to make findings on the economic issue and that, in the absence of such findings, the Commission's action in granting the *Telegraph-Herald* permit was arbitrary and capricious. The Supreme Court, however concluded that economic injury to an existing station is not a separate and independent element to be taken into consideration by the Commission in determining whether it shall grant or withhold a license. Moreover, it held that the Commission's findings were adequate to sustain its grant.

The court handed down its opinion under four separate headings. Devoting the major portion of its ruling to the question of economic injury, it reiterated that such injury to a rival station is not in and of itself, and apart from considerations of public interest, an element the FCC must weigh and as to which it must make findings in passing on an application for a broadcast license.

### Not Common Carriers

In contradistinction to communication by telephone and telegraph, which the Communications Act recognizes as a common carrier activity and regulates accordingly in analogy to the regulation of rail and other carriers by the ICC, the court said the Communications Act recognizes that broadcasters "are not common carriers and are not to be dealt with as such". Thus, the opinion continued, the Act recognizes that the field of broadcasting is one of free competition. The sections dealing with broadcasting demonstrates that Congress has not in its regulatory scheme "abandoned the value of free competition, as it has done in the case of railroads, in respect of which regulation involves the suppression of wasteful practices due to competition, the regulation of rates and charges, and other measures which are unnecessary if free competition is to be permitted."

Holding that an important element of public interest affecting the issuance of a license is the ability of the licensee to render the best practicable service to the community, the court said the Act contemplates inquiry by the Commission into the applicant's financial qualifications to assure such ability. "But the Act does not essay to regulate the business of the licensee," the court held. "The Commission is given no supervisory control of the programs, of business management or of policy. In short, the broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his compentency, the adequacy of his equipment and financial ability to make good use of the assigned channel.

"The policy of the Act is clear that no person is to have anything in the nature of a property right as a result of the granting of a license. Licenses are limited to a maximum of three years duration, may be revoked and need not be renewed. Thus the channels presently occupied remain free for a new assignment to another licensee in the interest of the listening public.

"Plainly it is not the purpose of the Act to protect a licensee against competition but to protect the public. Congress intended to leave competition in the business of broadcasting where it found it, to permit a licensee who was not interfering electrically with other broadcasters to survive or succumb according to his ability to make his

APPOINTMENT of John F. Merrifield as agricultural coordinator of WHAS, Louisville, was made known to listeners when Robert L. Kennett (left), WHAS program director, introduced Mr. Merrifield during a special broadcast. Long employed in agricultural research work, Mr. Merrifield came to WHAS from WLW, Cincinnati, where he organized and conducted WLW's agricultural department. Previously he was with WLS, Chicago, while with the Sears-Roebuck Agricultural Foundation, and on WHO, Des Moines, and WOI, Ames, while majoring in farm subjects at Iowa State College.

**JIMMIE ALLEN says:**

**"I believe I can give you bigger sales increases per dollar spent than you can get by any other method—let me prove it." Up to 650 transcribed episodes (World transcribed) available. Proven merchandising plan. You can buy rights for any book—65 episodes per book. Write for price and information,—stating number of episodes wanted, radio stations, etc. Audition record sent $4.00 C. O. D. Money back when returned.**

**RUSSELL C. COMER CO.**
**101 W. 11th St., Kansas City, Mo.**

programs attractive to the public."

The court added this did not mean that the question of competition between a proposed station and an existing one is to be entirely disregarded, pointing out that the Commission's practice shows it does not disregard the question. The court said it may have a vital and important bearing upon the ability of the applicant to serve the public and may indicate that both stations, the existing and the proposed, will go under, with the result that a portion of the listening public will be left without adequate service. It may also indicate that, by a division of the field, both stations will be compelled to render inadequate service.

### No Power Over Rates

"These matters, however," the court said, "are distinct from the consideration that, if a license be granted, competition between the licensee and any other existing station may cause economic loss to the latter. If such economic loss were a valid reason for refusing a license this would mean that the Commission's function is to grant a monopoly in the field of broadcasting, a result which the Act itself expressly negatives, which Congress would not have contemplated without granting the Commission powers of control over the rates, programs, and other activities of the business of broadcasting."

Taking up the second conclusion, Justice Roberts said it does not follow that, because the licensee of a station cannot resist the grant of a license to another on competitive grounds, he has no standing to appeal from an order of the Commission granting the application. Pointing out that the law provides for an appeal by an applicant for a license, or by another person aggrieved or whose interests are adversely affected, the court said Congress may have been of the opinion that one likely to be injured by the issue of a license would be the only person having a sufficient interest to bring to the attention of the appellate court errors of law in the action of the Commission.

"In this view, while the injury to such person would not be the subject of redress, that person might be the instrument, upon an appeal, of redressing an injury to the public service which would otherwise remain without remedy," the court stated.

### Right to Appeal

The court then held that WKBB had the requisite standing to appeal and to raise in the lower court any relevant question of law in respect to the order of the Commission.

On the third point, as to adequacy of the Commission's findings, the court said its examination of them and of the grounds for decision discloses they were sufficient "to comply with the requirements of the Act" in respect to public interest. In any event, it added that if the findings were not as detailed as might be desirable "the attack upon them is not that the public interest is not sufficiently protected but only that the financial interests of the respondent have not been considered."

"We find no reason for abrogating the Commission's order for lack of adequate findings," the court stated.

On the fourth point, the court said that WKBB renewed a contention made in the lower court that the Commission used as evidence data and reports in its files without permitting it, as intervenor before the Commission, the opportunity of inspecting them. Declaring that the Commission disavowed the use of such material as evidence and that the Court of Appeals had found the disavowal "veracious and sufficient", the court said it was not disposed to disturb that conclusion.

The court's action, it was indicated, ends the litigation over the Dubuque controversy. Louis G. Caldwell, chief counsel for WKBB, declared thought would be given to a petition for reconsideration either in the lower court or the Supreme Court but that no determination had been reached.

**THAT'S** a $100 smile on the young man in the center. He's Robert Lee Biest of St. Louis, winner of the $100 first prize in the monkey-naming contest, sponsored nationally by Procter & Gamble, and broadcast on KWK. Robert T. Convey, president of KWK, watches A. J. McLaughlin, P&G, present check.

## Boler Heads Group Seeking to Buy KRMC

JOHN BOLER, head of North Central Broadcasting System, a regional network centered in the Dakotas, Minnesota and Wisconsin, is president of a newly-formed company, Jamestown Broadcasting Co. Inc., which on March 18 applied to the FCC for authority to purchase KRMC, Jamestown, N. D., 250-watt outlet on 1370 kc. Purchase price would be $7,500. The purchasing corporation's shareholders are Mr. Boler, 24 shares, president; David C. Shepard, 24 shares, vice-president; Howard S. Johnson, 24 shares, vice-president; Leonard J. McNeil, 24 shares, secretary-treasurer. All are from St. Paul, Messrs. Shepard and Johnson being interested with Boler in NCBS. In addition, Harland Ohde, of Jamestown, would own four shares. The station, which first went on the air April 1, 1937, would be purchased from a partnership of A. L. Roberts, R. B. McNab, A. J. Breitbach, hotel men.

"GET WISE"

"Why, since I was a *little* girl, I been WTARing!" So have thousands of other young Virginians. They've "been WTARing" all their lives. *That's why* kid-shows click on WTAR – why any offer from box-tops to badges, pulls amazingly large returns.

★ *WTAR's Mail Count increased 145% in 1939 over 1938.*

WTAR

Owned and Operated by Norfolk Newspapers, Incorporated

# THE Business OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### KPO, San Francisco

Barbasol Co., Indianapolis (shaving cream), 6 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
National Funding Corp., Los Angeles (loans), weekly *sp*, thru Smith & Bull Adv., Los Angeles.
Studebaker Sales Corp., South Bend, Ind. (autos), 3 *t* weekly, thru Roche Williams & Cunnyngham, Chicago.
Northwestern Yeast Co., Chicago (Maca), 3 *sa* weekly, thru Hays MacFarland & Co., Chicago.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 300 *sa*, thru BBDO, N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 4 *sa* weekly, thru Wm. Esty & Co., N. Y.
An-Fo Mfg. Co., San Francisco (snail foil), weekly *sa*, thru Botsford, Constantine & Gardner, San Francisco.

### KDKA, Pittsburgh

Kemp & Lane, Leroy, N. Y. (Kemp's Balsam), 2 *sa* weekly, thru F. A. Hughes Co., Rochester.
Barbasol Co., Indianapolis, 6 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Manhattan Soap Co., New York (Sweetheart), 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Williamson Candy Co., Chicago (Oh Henry), 5 *sa* weekly, thru John H. Dunham Co., Chicago.
General Foods Corp., New York (Post Toasties), 5 *t* weekly, thru Benton & Bowles, N. Y.
Dr. Salsbury's Labs., Charles City, Ia. (poultry remedies), 3 *ta* weekly, thru N. A. Winter Adv. Agency, Des Moines.
Church & Dwight Co., New York (soda), 6 *sa* weekly, thru Brooke, Smith, French & Dorrance, N. Y.

### WHN, New York

Oldsmobile Division, General Motors Sales Corp., Detroit, daily *sa*, one week, thru D. P. Brother & Co., Detroit.
Shell Oil Co., New York (Shell gasolines), daily *sa*, 4 weeks, thru J. Walter Thompson Co., N. Y.
Kem Laboratories, New York (liquid plant food), 3 *sp* weekly, 13 weeks, thru Williams & Saylor, N. Y.
Barricini Candy Corp., Long Island City, N. Y., 5 *sa* weekly, 52 weeks, direct.
I. J. Fox, New York (furriers), 64 *sa* weekly, 9 weeks, thru Kashuk Adv. Agency, N. Y.
Hemphill Diesel Schools, Long Island City, N. Y., daily *sp*, 2 weeks, thru Equity Adv. Agency, N. Y.
Peter Doelger Brewing Corp., Harrison, N. J., 18 *sp*, 6 *sa* weekly, 33 weeks, thru Atherton & Currier, N. Y.

### KDYL, Salt Lake City

Daryl Zanuck Productions, New York (movies), 8 *sa*, thru Kayton-Spiero Co., N. Y.
Park & Tilford, New York, 52 *sp*, thru Charles M. Storm Co., N. Y.

### WJZ, New York

American Chicle Co., Long Island City, N. Y. (Chiclets), weekly *sp*, thru Badger & Browning & Hersey, N. Y.

### KMPC, Beverly Hills, Cal.

Union Pacific Railroad, Omaha, 5 *sa* weekly, thru Caples Co., Los Angeles.

### KFYR, Bismarck, N. D.

General Foods Corp., New York, daily *t*, thru Benton & Bowles, N. Y.
American Chicle Co., Long Island City (Dentyne), 39 *t* thru Badger & Browning & Hersey, N. Y.
Gardner Nursery Co., Osage, Ia., daily *t*, thru Northwest Radio Adv. Corp., Seattle.
Standard Oil Co., Chicago, 78 *t*, thru McCann-Erickson, Chicago.
Interstate Nurseries, Hamburg, Ia., 3 *t* weekly, thru Buchanan-Thomas, Omaha.
HiLex Co., St. Paul (cleanser), 32 *t*, thru McCord Co., Minneapolis.
All-State Insurance Co., Chicago, *sa* series, thru E. H. Brown Adv. Agency, Chicago.
Spring Air Products Co., Holland, Mich. (mattresses), *sa* series, thru Erwin, Wasey & Co., Chicago.

### KHJ, Los Angeles

Dr. W. B. Caldwell Inc., Monticello, Ill. (laxative), 10 *ta* weekly, thru Benton & Bowles, Chicago.
Union Pacific Railroad, Omaha, 2 *sa* weekly, thru Caples Co., Los Angeles.
National Funding Corp., Los Angeles (finance), 3 *sp* weekly, thru Smith & Bull Adv., Los Angeles.
Haas Baruch & Co., Los Angeles (Iris Moon Rose soap), 180 *sa*, thru Robert Smith Adv., Los Angeles.

### WEEI, Boston

General Sea Food Corp., Boston (40 Fathom, Jack & Jill catfood), *sa* series, thru Alley & Richards Co., Boston.
Barbasol Co., Indianapolis, 6 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
E. Fougera & Co., New York (Joyana drink), *sa* series, thru Small & Seiffer, N. Y.
Madame Yale Inc., New York (Almond Blossom cosmetics), *sa* series, thru Neff-Rogow, N. Y.

### KECA, Los Angeles

Holtite Mfg. Co., Baltimore (Cat's Paw rubber heels, soles), 2 *ta* weekly, thru S. A. Levyne Co., Baltimore.

### KWK, St. Louis

Absorene Mfg. Co., St. Louis (HRH cleanser), 5 *sa* weekly, thru Ross-Gould Co., St. Louis.

### WEAF, New York

Gruen Watch Co., New York, 6 *sa* daily, 52 weeks renewal, thru McCann-Erickson, N. Y.

### WGY, Schenectady

Air Conditioning Training Corp., Youngstown, 3 *sp* weekly, thru National Classified Adv. Agency, Youngstown.
Allis-Chalmers Mfg. Co., Milwaukee (tractors), p *sp* weekly, thru Bert S. Gittins, Milwaukee
Botany Worsted Mills, Passaic, N. J. (cosmetics), 3 *t* weekly, thru Alfred J. Silberstein Agency, N. Y.
Hecker Products Co., New York (cereal), 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.
Charles E. Hires Co., Philadelphia (root beer), 3 *ta* weekly, thru O'Dea, Sheldon & Canaday, N. Y.
Lipton Tea Co., Hoboken, 5 *sa* weekly, thru Young & Rubicam, N. Y.
National Biscuit Co., New York (bread), 6 *t* weekly, thru McCann-Erickson, N. Y.
Perfection Stove Co., Cleveland, 2 *sa* weekly, thru McCann-Erickson, Cleveland.
Shell Gas & Oil Co., New York, *sa* series, thru J. Walter Thompson Co., N. Y.

### KFI, Los Angeles

Northam Warren Corp., New York (Cutex), 8 *sa* weekly, thru J. Walter Thompson Co., N. Y.
General Foods Corp., New York (Post Toasties), 5 *t* weekly, thru Benton & Bowles, N. Y.
Coffee Products Co. of America, Los Angeles (coffee & tea), 42 *sa* weekly, thru Theodore B. Creamer Adv., Hollywood.
Purex Corp., Southgate, Cal. (water softener), 3 *sp* weekly, thru Lord & Thomas, Los Angeles.
Talbot Mfg. Co., Los Angeles (insecticides), 2 *sa* weekly, thru J. Russell Miller Co., Los Angeles.
Studebaker Sales Corp., South Bend, Ind. (autos), 3 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.

### WQXR, New York

J. B. Williams Co., Glastonbury, Conn. (shaving cream-electric razor), 6 *sp* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Shell Union Oil Co., New York, 10 *sa* weekly, 4 weeks, thru J. Walter Thompson Co., N. Y.

### WNEW, New York

Vitamins Plus Inc., New York (capsules), 30 *sa* weekly, 13 weeks, thru Blaker Adv. Agency, N. Y.

### KROW, Oakland

Utilities Engineering Institute, Chicago (instruction), 3 *t* weekly, thru First United Broadcasters, Chicago.

*"Stop talking about that cow that jumped over the moon. You ought to see the territory I cover."* Pd. Adv.

### WOR, Newark

Gordon Baking Co., Detroit, weekly *t*, thru Barton A. Stebbins, Los Angeles.
National Policy Division of Federal Life & Casualty Co., New York, weekly *sp*, thru Lewis King, Jersey City.
Bristol-Myers Co., New York (Ipana, Sal Hepatica), 3 *sp* weekly, thru Young & Rubicam, N. Y.
North American Accident Insurance Co., Newark, 2 *sp* weekly, thru Franklin Bruck Adv. Agency, N. Y.
Jacob Ruppert Brewery, New York, 3 *sp* weekly, renewal, thru Ruthrauff & Ryan, N. Y.
Fuller Brush Co., Hartford, weekly *sp*, renewal, thru Manternach Inc., Hartford.

### KSFO, San Francisco

Household Magazine, Topeka, 3 *sp* weekly thru Presba, Fellers & Presba, Chicago.
Shell Oil Co., San Francisco, 2 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
American Chicle Co., Long Island City (chewing gum), 5 *sa* weekly, thru Badger & Browning & Hersey, N. Y.
Peter Paul Inc., San Francisco (Mound's candy), 5 *sa* weekly, thru Emil Brisacher & Staff, San Francisco.
Langendorf United Bakeries, San Francisco (bakery chain), 10 *sa* weekly, thru Leon Livingston Adv. Agency, San Francisco.

### KNX, Hollywood

American Chicle Co., Long Island City, N. Y. (Black Jack chewing gum), 5 *ta* weekly, thru Badger & Browning & Hersey, N. Y.
General Motors Corp., Detroit (Olds division), 18 *sa* weekly, thru D. P. Brother & Co., Detroit.
Swift & Co., Chicago (meats), 5 *sa* weekly, thru J. Walter Thompson Co., Chicago.
Hills Bros. Co., New York (dates & bread mix), 6 *sp* weekly, thru Sherman K. Ellis & Co., N. Y.

### WGN, Chicago

Rival Packing Co., Chicago (Rival dog food), 3 *t* weekly, 52 weeks, thru Chas. Silver & Co., Chicago.
John Puhl Products Co., Chicago (Fleecy White bleach), 3 *t* weekly, 13 weeks, thru Cecil & Presbrey, Chicago.
Riggio Tobacco Co., New York (Regent cigarettes), 4 *sp* weekly, 13 weeks, thru M. H. Hackett Inc., N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 4 *sp* weekly, 26 weeks, thru Franklin Bruck Adv. Corp., N. Y.

### KSAN, San Francisco

Federal Outfitting Co., San Francisco (chain clothing stores), *sa t* series, thru Allied Adv. Agencies, San Francisco.
Cambria Pines, Los Angeles (real estate subdivision) weekly *t*, thru Allied Adv. Agencies, San Francisco.
Planters Peanuts, San Francisco (peanuts) *sa* series, thru Pacific Adv. Agency, San Francisco.

### CKCL, Toronto

Sturgeons Ltd., Toronto (paints), 5 *sa* weekly, thru Ardiel Adv. Agency, Toronto.
Creamette Co., Minneapolis (macaroni), 5 *ta* weekly, thru John H. Dunham Co., Chicago.
O'Keefes Beverages, Toronto (soft drinks), 8 *sa* weekly, thru A. McKim Ltd., Toronto.

### KOA, Denver

Armstrong Cork Co., Lancaster, Pa. (linoleum rugs), 3 *t* weekly, thru BBDO, N. Y.
Hoover Liniment, Carlisle, Ind. (liniment), 3 *sa* weekly, thru Wade Adv. Agency, Chicago.
Studebaker Sales Corp., South Bend, Ind. (autos), 3 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.

# Radio Advertisers

PAUL M. HAHN, a vice-president of American Tobacco Co., New York, which sponsors numerous network programs for Lucky Strike cigarettes and smoking tobaccos, has succeeded Albert H. Gregg, retired, as president of American Cigarette & Cigar Co., New York, subsidiary of American Tobacco.

ARTHUR R. WENDELL, formerly vice-president and treasurer of the Wheatena Corp., Rahway, N. J., was elected president of the company at a recent meeting of the board of directors. He succeeded William L. Cuthbert who has been elected chairman of the board.

I. J. WOODIN, formerly sales manager of the California Fruit Exchange, Sacramehto, has been appointed general manager. He succeeds the late John L. Nagle.

JAY HORMEL, president of George A. Hormel & Co., Austin, Minn., sponsors of the five-weekly quarter-hour CBS program, *It Happened in Hollywood*, and Wayne Tiss, radio director of BBDO, Minneapolis, agency servicing the account, were in Hollywood during mid-March to renew the series for 52 weeks, effective April 29.

HOLLYWOOD SERVICES Inc., Chicago (Hollywood bread), as part of its national campaign, on March 11 started for 30 days using five spot announcements weekly on four Southern California stations. KNX KFXM KTMS KFOX, placing through Martin Allen Adv., Los Angeles.

COFFEE PRODUCTS Co. of America, Los Angeles (Ben Hur coffee, tea and spices), thru Theodore B. Creamer Adv., Hollywood, in March started using six time-signal announcements daily on KFI for 52 weeks. Firm is also using a weekly quarter hour commentary featuring Harry Balkin, character analyst, on KECA, Los Angeles; six weekly participations in *Consumer's Home Research* on KMPC, Beverly Hills, Cal., and three spot announcements daily on KTAR, Phoenix. Expansion of radio activities in California and Arizona, with the addition of Nevada, is contemplated.

GILMORE OIL Co., Los Angeles, thru Botsford, Constantine & Gardner, that city, in a 30-day campaign started March 5 is using daily spot announcements on KGB KFXM KMED KFJI KAST KORE KSLM KWLK KXRO KPQ KIT KVOS KUJ KELA KRSC.

ALTHOUGH Rudy Vallee plugs Sealtest milk on his weekly NBC program, sponsored by National Dairy Products Corp., New York, his glass doesn't contain milk. He is pictured (right), at a Hollywood cocktail party discussing the format of his new program with (l to r), Herbert Korholz, executive director of McKee & Albright, agency servicing the account, and Don E. Gilman, NBC western division vice-president. The weekly *Rudy Vallee Show* started March 7 on 61 NBC-Red stations, Thursday, 9:30-10 p. m. (EST).

NITRAGIN Co., Milwaukee (Nitragin Inoculate), on March 20 started a 26-time, thrice-weekly campaign of five-minute transcribed programs promoting its seed inoculant on WLS, Chicago, and WDZ, Tuscola, Ill. Western Adv. Agency, Racine, Wis., handles the account.

FLAMINGO SALES Co., Los Angeles (nail polish), a consistent user of spot announcements, thru Milton Weinberg Adv. Co., that city, in mid-April will expand its radio activity to include a weekly quarter hour woman's program on 6 NBC-Red Pacific network stations. The firm will also continue using daily spot announcements on KFI KPO KSFO KFEL.

CUBBISON CRACKER Co., Los Angeles (food products), thru Advertising Arts Agency, that city, is using a thrice-weekly quarter-hour program, *Hostess of the Air*, on KMPC, Beverly Hills, Cal. Other Southern California radio is planned.

GAFFERS & SATTLER, Los Angeles (gas ranges mfrs.), a consistent user of Southern California radio, on March 18 started for 13 weeks, using twice-daily quarter-hour news programs on KFWB, Hollywood. Milton Weinberg Adv. Co., Los Angeles, has the account.

ANTROL LABORATORIES, Los Angeles (Antrol, Snarol insecticides), a seasonal user of spot radio, has been sold to the A. S. Boyle Co., Jersey City (Old English wax, 3-In-1 oil, etc.). Future radio activities have not been announced.

BARBARA ANN BAKING Co., Los Angeles (bread), through Dan B. Miner Co., that city, is sponsoring two weekly participations in *Norma Young's Happy Homes* on KHJ and in *Mirandy*, on KFI, as well as one a week in *Art Baker's Note Book* on the latter station. In addition the firm is using four time signal announcements weekly on KNX, Hollywood.

VANTI PA-PI-A Corp., New York, on March 25 increased the spot announcement campaign for its fruit drink with addition of daily spots on WHK and WGAR, Cleveland, and WADC, Akron. The company also added a five times weekly quarter-hour program on WCLE, Cleveland. Erwin, Wasey & Co., New York, is the agency.

L. A. BRESKIN, president of Sterling Casualty Insurance Co., Chicago (Penny-a-day insurance), was in California during late March to look over radio shows and check on markets preparatory to starting a campaign, and will probably use spot and regional network time.

WHOLESALE UTILITIES, New York, on March 24 started a 52-week campaign for Federal Recording Radios using five-minute and quarter-hour programs 23 times weekly on WMCA, New York, 10 times weekly on WAAT, Jersey City, and a weekly program with spot announcements on WEVD, New York. A large number of stations will be added throughout the year, according to Klinger Adv. Corp., New York, the agency.

WARREN-NORGE Co., New York, for its electric refrigerators has been conducting for the past three weeks a weekly half-hour Jewish program on WEVD, New York, and on March 27 started a twice-weekly quarter-hour comedy program in Italian on WOV, New York. Account is handled direct, and campaign is for 13 weeks.

HAAS BARUCH & Co., Los Angeles (Moon Rose Soap), in a 13-week test campaign which started March 18, is using 15 spot announcements weekly on KHJ, that city. For its Iris Coffee, the firm is also using 30 spot announcements weekly on the station. Robert Smith Adv. Agency, Los Angeles, has the account.

BLOUNT PLOW WORKS, Evansville, Ind. (Flexihoe cultivators), is using a series of one-minute transcribed announcements on WLS, Chicago, placed direct.

G. T. FULFORD Co., Toronto (Baby's Own Tablets) has started a thrice-weekly transcribed announcement campaign on 11 Canadian stations. Recordnigs were made by Dominion Broadcasting Co., Toronto, and account placed by James Fisher Co., Toronto.

HEALTHAIDS Inc., Jersey City, on March 30 started the *Boone County Jamboree* on WLW, Cincinnati, Saturdays, 8-8:30 p. m. as part of its campaign of programs and spot announcements for Serutan. Austin & Specter, New York, is agency.

PIERCE'S MEDICINE Inc., Buffalo (Golden Medical Discovery tonic), is running a 13-week test campaign of one-minute transcribed announcements on WGBI, Scranton, Pa., and XEAW, Reynosa, Mexico. Spots are supplementary to newspaper campaign. It is expected that radio will be used on a larger scale in the future, according to George Duram, timebuyer for H. W. Kastor & Sons, Chicago, which handles the account.

LYDIA PINKHAM MEDICINE Co., Lynn, Mass. (proprietary), during the first week of April will bring the total number of stations carrying thrice-daily spot announcements to 150 throughout the country. Erwin, Wasey & Co., New York, is agency.

SONTAG DRUG Co., Los Angeles (Pacific Coast chain), an occasional user of spot announcements on Southern California stations, on March 18 starts a five weekly quarter-hour news program, *Sontag Local Page*, on KFI. Contract is for 52 weeks. Herb Allen is commentator and concentrates on local news. Firm will also continue use of spot announcements. Robert Smith Adv. Agency, Los Angeles, has


*for*

**CENTRAL ILLINOIS**

Good things come in pairs. (1) One of America's three richest agricultural markets. (2) One of America's best sectional radio stations. Try WJBC. 1200 Kilocycles — 250 W.

**WJBC**

BLOOMINGTON, ILL.



**TRANSCRIPTION TOPICS** *by the* **LITTLE TAILOR**

HERE IT is April Fool's Day, or isn't it, and no one is more fooled than I am to be doing business at this same stall. But The Boss decided I was just a natural born columnist. He spotted in the dictionary:— *COLUMN: Any body of certain dimensions pressing vertically on its base.* And just what have I been doing here at Standard, he asks, but sitting here, years on end, just pressing vertically on my base!

WELL, THE power of the press, you know—and here I am, the Little Tailor, symbol and spokesman of the one and only Tailored Transcription Library Service, promoted to the dignity of typography and a legitimate publication. While for years I've been broadcasting for Standard Radio just through the medium of mimeographed sass — TRANSCRIPTION TOPICS—a house organ that consistently proves the old axiom about a straight line being the shortest distance between your mail desk and a waste-paper basket.

BUT GETTING back to April Fool. In a recent library release we introduced under the frock-coat label, WINDSOR STRING QUARTET, a series of transcriptions which the hep-boys immediately sized up as more of this business of gearing up a Bach fugue to sound like *Washboard Blues*. But nothing so simple. It *was* the *Washboard Blues* — all dressed up like a Bach fugue! And more standard pops, even to *Boogie Woogie*, arranged and played superbly in chamber music style. Of course, the head man of the string foursome was our Harry Bluestone, who can get everything out of a violin but milk.

WASN'T IT Horace Greeley who said—when a dog bites, that's just standard, but when you can make the cats bite on chamber music, THAT'S Standard Radio . . . And now, home, James, and let's spare the plugs.

*Are Your Transcriptions Up to Standard?*

**Standard Radio**

TAILORED TRANSCRIPTION SERVICE

CHICAGO • HOLLYWOOD

## AUTO SETS FAVORED
### Portland Paper Editorializes On Advantages

TO A READER'S contention that auto radios cause traffic accidents, the *Portland Oregonian* in its March 20 issue came out editorially on behalf of car receivers and their benefits.

Auto radios contribute to safety, the *Oregonian* contends, by keeping drivers' eyes on the road instead of wandering around the landscape. They tend to prevent day-dreaming and serve as an antidote for drowsiness. Reference is made to safety programs during traffic peaks and to warnings of sudden road hazards. Traffic safety groups, the *Oregonian* adds, testify to the value of auto radios in getting warnings to motorists and in generally helping safety campaigns.

Pittsburgh Press

*"Now if all you junior housekeepers are following the recipe carefully we're going to have a big surprise for mother."*

# OLD DOBBIN IS RETIRED WITH HONOR!

**Obediah's gone and got himself a gas-buggy! In fact, most of our prosperous hayseeds have! For the record, our Red River Valley listeners account for 46.8% of all automotive sales in North Dakota, South Dakota and Minnesota (omitting the counties containing St. Paul and Minneapolis).**

**Every bit of this "spending" is done within range of WDAY, the only N. B. C. chain station for 190 miles around Fargo. Why not let us take YOUR message to this ready market?**

**WDAY, INC.**

N. B. C.

**Affiliated with the Fargo Forum**

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

**FARGO N. D.**

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT


## Court Decision

(*Continued from page 13*)

broadcasters to survive or succumb according to his ability to make his programs attractive to the public.

This is not to say that the question of competition between a proposed station and one operating under an existing license is to be entirely disregarded by the Commission, and, indeed, the Commission's practice shows that it does not disregard that question. It may have a vital and important bearing upon the ability of the applicant adequately to serve his public; it may indicate that both stations,—the existing and the proposed —will go under, with the result that a portion of the listening public will be left without adequate service; it may indicate that, by a division of the field, both stations will be compelled to render inadequate service.

These matters, however, are distinct from the consideration that, if a license be granted, competition between the licensee and any other existing station may cause economic loss to the latter. If such economic loss were a valid reason for refusing a license this would mean that the Commission's function is to grant a monopoly in the field of broadcasting, a result which the Act itself expressly negatives,[8] which Congress would not have contemplated without granting the Commission powers of control over the rates, programs, and other activities of the business of broadcasting.

We conclude that economic injury to an existing station is not a separate and independent element to be taken into consideration by the Commission in determining whether it shall grant or withhold a license.

### Right of Appeal

*Second.* It does not follow that, because the licensee of a station cannot resist the grant of a license to another, on the ground that the resulting competition may work economic injury to him, he has no standing to appeal from an order of the Commission granting the application.

§ 402(b) of the Act provides for an appeal to the Court of Appeals of the District of Columbia (1) by an applicant for a license or permit, or (2) "by any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application."

The petitioner insists that as economic injury to the respondent was not a proper issue before the Commission it is impossible that § 402(b) was intended to give the respondent standing to appeal, since absence of right implies absence of remedy. This view would deprive subsection (2) of any substantial effect.

Congress had some purpose in enacting § 402 (b)(2). It may have been of opinion that one likely to be injured by the issue of a license would be the only person having a sufficient interest to bring to the attention of the appellate court errors of law in the action of the Commission in granting the license. In this view, while the injury to such person would not be the subject of redress, that person might be the instrument, upon an appeal, of redressing an injury to the public service which would otherwise remain without remedy. It is within the power of Congress to confer such standing to prosecute an appeal.[9]

We hold, therefore, that the respondent had the requisite standing to appeal and to raise, in the court below, any relevant question of law in respect of the order of the Commission.

*Third.* Examination of the findings and grounds of decision set forth by the Commission discloses that the findings were sufficient to comply with the requirements of the Act in respect of the public interest, convenience, or necessity involved in the issue of the permit. In any event, if the findings were not as detailed upon this subject as might be desirable, the attack upon them is not that the public interest is not sufficiently protected but only that the financial interests of the respondent have not been considered. We find no reason for abrogating the Commission's order for lack of adequate findings.

*Fourth.* The respondent here renews a contention made in the Court of Appeals to the effect that the Commission used as evidence certain data and reports in its files without permitting the respondent, as intervenor before the Commission, the opportunity of inspecting them. The Commission disavows the use of such material as evidence in the cause and the Court of Appeals has found the disavowal veracious and sufficient. We are not disposed to disturb its conclusion.

The judgment of the Court of Appeals is reversed.

MR. JUSTICE MCREYNOLDS took no part in the decision of this case.

[8] See § 311, 47 U. S. C. § 311, relating to unfair competition and monopoly.

[9] Compare Interstate Commerce Commission v. Oregon-Washington R. Co., 288 U. S. 14, 23-25.

## Disc Network Project Claims Good Response In Contacting Stations

REPORTING an "encouraging response" from stations in secondary markets, Naylor Rogers, vice-president and general manager of Keystone Broadcasting System of Los Angeles, asserted March 20 that he expected the wax network project to be a going concern by July 1.

The enterprise [BROADCASTING March 1] seeks to set up a transcription network employing a wire-network type contract, under which a minimum of 100 stations in secondary markets would be supplied with transcription program service and offered to national advertisers as a group. The formula, according to Mr. Rogers, is similar to that used by newspapers in secondary markets in selling space to national accounts under blanket contracts.

Now contacting stations, in addition to himself, are three representatives of Keystone, Mr. Rogers declared. These are W. B. Greenwald, owner of KWBG, Hutchinson, Kan., M. J. Mara, of Los Angeles, formerly with C. P. MacGregor Transcription Co., and Richard Weed, formerly with NBC and more recently in Hollywood in radio talent pursuits.

Keystone, Mr. Rogers said, does not propose to become a going concern until it has a minimum of 100 stations in secondary markets definitely aligned. He pointed out the project is not competitive with but is designed to supplement wire network service.


**YOU BET THEY BUY!**

**WAIR has that uncanny knack of MAKING LISTENERS BUY! Good programs, plus a sincere desire to serve both client and listeners, make this possible.**

**WAIR**

**Winston-Salem, North Carolina**

*National Representatives*

**Sears & Ayer**

## TRANSCRIPTIONS

NBC RADIO-RECORDING Division reports that during March seven new subscribers signed for *Thesaurus* library service as follows: WHFC, Cicero, Ill.; WDEV, Waterbury, Vt.; WPIT, Pittsburgh; WARM, Scranton; WKBB, Dubuque, Iowa; WLPM, Suffolk, Va.; and WBOS, Boston. Stations renewing the service include HP5K and HP5O, Colon, Panama; CKOV, Kelowna, B. C.; WHO, Des Moines; WIS, Columbia, S. C.; WJLS, Beckley W. Va.; WCHS, Portland, Me.; KDON, Monterey, Cal.; WRAW Reading; WPAY, Portsmouth, O.; KQW San Jose, Cal.; WOW, Omaha WSGN, Birmingham; WMRO, Aurora, Ill.; CKPR, Fort William, Ont.; WGEA and WGEO, General Electric shortwave stations in Schenectady.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WWL, New Orleans; WNAX, Yankton, S. D.; KANS, Wichita, Kan.; WLOG, Logan, W. Va.; KGHI, Little Rock, Ark. Eleven new sound effects records just released by Standard brings its total to 86 double-faced discs. New effects include a number of sequences connected with the drilling of oil wells, the chimes of Big Ben in London, surf sounds, outboard motors and various musical effects.

KASPER-GORDON Inc., Boston, has released *Little By Little House*, a transcribed serialized program designed primarily for the daytime feminine audience. The series, which is being produced in units of 39 quarter-hour episodes, features several merchandising angles, including a 64-page booklet titled "*1003 Household Helps*", prepared newspaper ads and publicity releases. Two transcribed quarter-hour Australian serials with all-British casts have been acquired by Kasper-Gordon for sale in the United States. *The Enemy Within* deals with the smash of the Nazi spy ring in Australia; *The Strange Adventures of Dr. Danton* is based on the supernatural.

GENERAL Broadcasting System, Detroit, has acquired the Tri-State Motion Picture Co., of Cleveland, producers of industrial and commercial motion pictures. The company will operate in Cleveland as General Broadcasting & Motion Pictures Inc., and will be headed by Donald C. Jones also president of General Broadcasting System, which has operated in Cleveland and Detroit for 10 years, specializing in transcriptions, sound slide films, sales training programs and radio show. Motion picture studios will remain in Cleveland, with radio, recording and slide film facilities operating in Detroit.

SOUND recordings and motion pictures were given as the products to be marketed by Telefilm Inc., Hollywood, when the California State Commissioner of Corporations on March 25 authorized that firm to issue 1,000 shares of stock at $10 par value. Directors of the company, which proposes to issue 7,500 shares of stock are Joseph A. Tomasiello, Peter Cioga, Peter Comandini, Harold Spina, Martha Spina and J. B. Pinkham.

ALL-CANADA RADIO FACILITIES, Calgary, Alta., has purchased exclusive Canadian rights to the 156 quarter-hour transcribed serial, *Adventures of Uncle Jimmy*, from Warner Bros. Broadcasting Corp., Hollywood.

COLUMBIA RECORDING Corp., Hollywood, subsidiary of CBS has started cutting a series of six recordings of Shakespeare's Macbeth, featuring Orson Welles and members of his radio troupe. Recordings supplement the Mercury Shakespeare text for schools and colleges.

## Discs Offered Stations By Children's Campaign

A SERIES of WBS transcriptions carrying talks by leading literary and public figures has been submitted to broadcast stations as part of the Children's Crusade for Children, which will stage a campaign April 22-30 on behalf of child victims of the world crisis. The Crusade is designed to raise funds from American school children, who will be asked to donate as many pennies as they are years old, or anything down to a cent.

No direct money appeals will be made on the discs, which are designed to explain the purpose of the Crusade, and children will not be asked to send pennies to stations. Among those behind the Crusade are Mrs. Eleanor Roosevelt, Dorothy Canfield Fisher, Mrs. John A. Ryan, William Allen White, Dr. Charles B. Glenn. Wide support to the movement has been given by publications and by civic and educational organizations.

## CBS Recording Appoints

WILLIAM T. MEYERS, formerly of Earl J. Goetze Corp., Kansas City, has been appointed executive consultant on chain-store and sales policies of Columbia Recording Corp., Bridgeport, according to Edward Wallerstein, president. Mr. Meyers attended Purdue U where he studied chemical engineering. After graduation he joined RCA in Chicago, where he remained 12 years, becoming general manager. His duties, cooperating with H. S. Maraniss, assistant to the president of Columbia Records, and Paul E. Southard, sales manager of the company, will deal with the increased importance of record sales in chain stores.

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THE Duncan Sisters, Vivian and Rosetta, famed as "Topsy and Eva" recently filed articles of incorporation at Sacramento, Cal., as "Duncan Sisters Inc." stating they plan to produce recordings, plays, motion pictures and radio features. The first radio production will be a series of *Streamlined Fairytales.*

## Mertens and Price Split; Big Florsheim Campaign

FRED C. MERTENS has sold his interest in the Los Angeles transcription firm of Mertens & Price, to George Logan Price, co-founder of the business, who will carry on as George Logan Price Inc., with offices at 3902 W 6th St., that city. Mr. Mertens has organized his own production unit under the firm name of Fred C. Mertens & Associates, with headquarters at 3923 W. Sixth St. He is now producing a re-creation of famous ring battles of the last century which will be sponsored on a group of stations nationally by Florsheim Shoe Co., Chicago. Titled *The Squared Circle*, the series features James J. Jeffries, ex-world champion heavyweight.

George Logan Price Inc., will carry on with transcribed shows which Mertens & Price had developed since 1934. They include *The Sunday Players, Wade Lane's Home Folks, Martha Lane's Kitchen* and *Leisure House.*

More than *fifteen million meals* a day are served to WIBW's big, hungry family. The tablecloth covers Kansas and spreads half-way across adjoining states as these husky, active folks sit down to the BIG meals their out-of-door-life demands.

Is *your* product found on our giant table? Are *you* sharing the profits from this tremendous daily consumption of food? Then let WIBW help you!

During one of our informal family gatherings, let us tell **our** family about your product . . . its flavor, convenience and economy.

From our many years experience directing the food purchases of **our** family, we can promise you swift and gratifying results.

**WIBW** *"The Voice of Kansas"*
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *General Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

## New Studios and Offices Are Planned by WFAA

WFAA, Dallas, will soon start construction of new studios on the tenth floor of the Santa Fe Bldg., according to a recent announcement by G. B. Dealey of the *Dallas News*, operating the station. Work is to be completed about Sept. 1.

Plans for the new studios, drawn by NBC engineers and George Dahl, of Dallas, in cooperation with Ray Collins, WFAA technical supervisor, call for five studios, one an auditorium seating 300. Large music library, artist lounge, recording studios, audition room, and master control room are included. Offices will be on a higher level. Since 1925 WFAA studios have been housed in the Baker Hotel.

### Radio Fraternity

HONORARY college radio fraternity, Lambda Lambda Mu, has been founded at Baylor U, Waco, Tex., its membership limited to 20 and its requirements being that members must have been on the air at least five hours. Sponsoring the society is Miss Sara Lawrey, head of the speech department, who is ready to receive petitions from other institutions for chapters. The Greek letters selected were Lambda Lambda (for length) and Mu (for micro).


THE LARGEST TRADING AREA BETWEEN BALTIMORE AND ATLANTA

NBC RED and BLUE

WPTF

RALEIGH, N. C.

680 Kilocycles — 5000 Watts

With 1,055,000 population centering its trade in Raleigh, North Carolina's State Capital takes first rank in the fast developing new South. * * * This trading area was defined by B.B.D.&O., the figures come from Sales Management. We have a study for you containing all the facts. * * * Big as our trading area is, WPTF coverage is much greater, for 5000 watts on 680 KC with fine engineering equipment provide the best signal with NBC Red and Blue programs over a wide area. * * * Do these facts suggest why WPTF carries one of the highest percentages of national spot in the nation?

FREE & PETERS, Inc. National Representatives

Chicago — New York — Detroit

San Francisco — Los Angeles — Atlanta


## New Sales Tricks

(*Continued from page 44*)

extra garments or articles for his wardrobe, by influencing the consumer's subconscious mind toward this color, so when it was presented to him over the counter it was not new, radical or strange, but whose acceptance was partially insured by this previous publicity.

### Actual Results

After 18 months on the air, we have come to the following conclusions resulting from our radio experience.

1. The single foremost effect of radio for retail advertising is principally cumulative. Although we have every evidence that immediate results exist in a substantial way, we find that the greatest net results are cumulative. The cumulative effect of our entire program over a period of 18 months has grown larger as our time has lengthened.

2. The trading area which radio reaches coincides with the majority of our territory, but in addition it exceeds the radius of newspaper coverage and the net results from the contiguous territory are not as great from radio as from newspapers. Mail orders are more frequent and in greater volume from newspapers than from radio in the same density of coverage. But the number in volume have been definitely increased by radio, the total results being greater than from newspapers alone.

3. Radio is the best "publicity" medium for a retail store, replacing billboards and other types of institutional mediums.

4. Radio has increased the density of our accounts in our trading area.

5. Radio has pyramided our stock of goodwill in institutional value in our contiguous territory.

In conclusion, radio offers the retail merchant on additional medium to augment other methods of distribution. It provides the retailer with the opportunity to send the personality of the spoken word over the air lines to amplify the printed word in a substantial way. Radio brings the miracle of the second sense to the consumer in merchandising your products. Radio, if used wisely, will help build better business.

## Millions in Time Given Educators

### Industry Praised for Aid to Federal Radio Activities

VOLUNTARY cooperation by the broadcasting industry with the U. S. Office of Education has provided $3,500,000 worth of free radio time in four years, J. Clark Waldron, supervisor of station relations for the Office declared March 14 in a talk before the South Carolina Education Assn. at Greenville.

In its radio activity the Office enjoys the facilities of 260 network stations and many independents, he said, with some of its network programs being heard on hookups of 70 to 100 stations, he said.

Through its Educational Radio Script Exchange, the Office in four years has distributed almost 250,000 scripts. In March 1,309 volumes of scripts were in circulation and the Exchange has just published its fourth edition catalogue listing some 3,000 scripts. A radio glossary, a manual and recordings of the *Americans All-Immigrants All* series also are distributed by this extension service.

### Scripts Circulated

Scripts are available, he said, to qualified groups interested in educational radio. They not only promote education, but are non-partisan and based on careful research. Emotional factors, he continued, are not over-emphasized and the listener is free to form his own opinions.

An audience service section is maintained, according to Mr. Waldron. Through this section educational groups, superintendents, principals, teachers and listeners may obtain printed matter, radio lists and study guides supplementing Office programs. Nearly a million letters have been received from listeners.

Dramatic broadcasts are featured, since listeners have been found to prefer educational programs with a high entertainment content. Talks are included only as incidental material. The Office believes its activity is a logical development of the American system of broadcasting, Mr. Waldron declared, "under which we will reach the apex of efficiency, democratically, in contrast to the rigid controls which have been fastened upon radio in almost every other part of the world."


WBAL

means business in Baltimore

# Reps

VIRGIL REITER & Co., representing WCAU, Philadelphia, in the Chicago area, and also WFBM, Indianapolis, on March 15 was named exclusive representative in the Midwest of WMCA, New York. Mr. Reiter has assumed active charge of Western sales activities of his company from his New York office at 22 W. 48th St. J. M. Ward, formerly WMCA representative in Chicago, will act as territorial agent for Reiter, operating from the Chicago office at 360 N. Michigan Ave.

KMPC, Beverly Hills, Cal., will shortly open its own representation offices in Chicago and New York, and has already selected A. K. Bucholz, formerly of the radio department of Ruthrauff & Ryan, Chicago, to handle Chicago sales. The decision to have its own offices in no way affects the present relationship of WJR, Detroit, and WGAR, Cleveland, owned by the same interests, with the Petry organization which will continue representing WJR-WGAR exclusively.

EDWIN FOREMAN, head of The Foreman Co., national representative firm, has announced the opening of a New York office at 247 Park Ave., effective April 15. Robert W. Criddle, formerly vice-president of Outdoor Advertising, Inc., New York, will be stationed in New York.

ROBERT R. HARKNESS, for five years Western manager of the *Woman's Home Companion*, and Norma Smith, formerly of the radio department of Blackett-Sample-Hummert, Chicago, have joined The Forman Co., Chicago representative firm.

HOWARD H. WILSON Co. national representatives, reports that it is no longer representing WREN, Lawrence, Kan., and KFKA, Greeley, Colo.

RADIO CENTRE Ltd., Toronto, announces the opening of a station representation department. It now represents exclusively in Canada CHLN, Three Rivers, Que.; CJCJ, Calgary, Alta.; CKMO, Vancouver, B. C.

JAMES L. FREE, president of Free & Peters, Chicago, has returned to his desk after a West Coast tour.

### Bob Hope Show on Tour

PEPSODENT Co., Chicago (toothpaste), in late May will send its weekly NBC *Bob Hope Show* on a personal appearance tour. After broadcasting from Chicago May 21, the troupe will go to White Sulphur Springs, Va., and entertain convention delegates of the National Wholesale Druggists Assn., May 23-25. The program will emanate from New York May 28 and June 4. An intensive publicity campaign is planned for the tour. Agency is Lord & Thomas, Chicago.

ACCORDING to the latest CAB report, the *Ask-It Basket* program, sponsored on CBS by Colgate-Palmolive-Peet Co., has a 16.9 rating or a larger listening audience than any of the ten other half-hour quiz programs now on the air. The program, conducted by Jim McWilliams, has been on CBS for Colgate since October 5, 1938. Benton & Bowles, New York, is the agency.

THREE noted news commentators have been selected for special honor by the New York State Board of the Women's International League for Peace and Freedom, which recently adopted the following resolution, "Whereas, among commentators on the European war, Elmer Davis of CBS, Raymond Gram Swing of MBS and Quincy Howe of WQXR, New York, are notable for fair, unhysterical presentation of the news."

### Promotion Events

SPECIAL periods of promotional efforts for retailers during April include: National Baseball Week, March 30-April 6; America's Home, April 6-13; Foot Health Week, April 15-20; National Notion Week, April 22-27; National Hardware Week, April 25-May 4; National Fisherman's Week, April 27-May 4; Better Homes Week, April 28-May 4.

### Licensed But Silent

SILENT since Oct. 24, 1938, KGCA, Decorah, Ia., has been granted another extension of special temporary authority from March 19 to April 17 by the FCC, but final action on its license is expected shortly. The station is assigned to 1370 kc. with 100 watts daytime only, sharing time with KWLC, the local Luther College non-commercial station. It is understood that Charles Walter Greenley, nominal licensee of KGCA, is seeking arrangements with the college to take over his station's time through possible merger of the stations.

PEPSODENT grins are registered by this trio of Omaha sportscasters during a special broadcast on WOW welcoming Tom Daily (center) to the city and station. Hugh Higgins (left), of KOIL, and Ronnie Ashburn, of KOWH, both spoke during the special program, illustrating the friendliness of competition. Daily will handle a nightly sports summary on WOW under a contract with Falstaff Breweries, sponsor also of *Parade of Progress* on WOW and *Musico* on KOIL.

## KWTO - KGBX Chicago Office Headed by Pearson

KWTO and KGBX, Springfield, Mo., announce opening of new station representative offices in Chicago, headed by John E. Pearson, for eight years associated with the stations. Offices will be at 360 N. Michigan Ave., telephone Franklin 2360. Mr. Pearson, whose title will be national accounts manager, will have complete charge of all national spot business.

Mr. Pearson

Personnel shifts at the Springfield stations include that of Russ Davis, formerly chief announcer, to production manager of national business; Gordon Wardell, formerly sales manager of KGBX, is now sales manager of both stations; Leslie Kennon is now in charge of merchandising and promotion.


KSD in St. Louis

Powerful Summer Sales Stimulant

With Listener Preference

KSD has led with "Firsts" in nation-wide Star Popularity Polls since 1935, assuring listener preference in St. Louis.

With Greater Daytime Coverage

KSD has a greater daytime population coverage area than any other St Louis broadcasting station.

NBC RED NETWORK

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

# Agencies

ROBERT J. DAVIS, since 1927 vice-president in charge of Emil Brisacher & Staff, Los Angeles office, has had his name added to the corporate title of the company, which is now known as Brisacher, Davis & Staff. Before joining that agency, he was general advertising director of the James Scripps newspapers. Los Angeles offices continue at 714 W. Olympic Blvd. The agency headquarters are in the Crocker Bldg., San Francisco, with Mr. Brisacher, president, in charge.

MARY GLEN ROCHE has resigned as advertising manager of Hamilton's Ltd., Los Angeles, to rejoin Barnes-Chase Co., that city as copywriter.

HAZEL E. SMITH, head copywriter of Ruth Hamilton Associates, Los Angeles, has been appointed advertising manager of Innes Shoe Co.

HUMPHREY M. BOURNE, formerly on the Chicago staff of H. J. Heinz Co., and prior that with Ward Wheelock Co., Philadelphia, has joined Raymond R. Morgan Co., Hollywood.

W. A. JOPLIN, who recently operated his own advertising agency in Portland, Ore., has joined N. A. Winter Adv. Agency, Des Moines, as director of service. Formerly Mr. Joplin was with McCann-Erickson in San Francisco, and managed that agency's Portland office.

CHARLES DALLAS REACH Co., Newark, has opened a branch office in New York at 6 E. 45th St. under the management of James S. Little, public relations director of the agency. Telephone is Vanderbilt 6-5924.

MARION KYLE ADV. AGENCY, Los Angeles, has moved to new offices at 1709 W. Eighth St., that city.

## Esty Names Moore

BILL MOORE, for the past six months Hollywood manager of Tom Fizdale publicity offices, has been named West Coast radio production supervisor of Wm. Esty & Co., with headquarters in that city. He succeeds Joe C. Donohue who resigned that post effective April 1. Moore's appointment was announced in mid-March by Dick Marvin, radio director of Wm. Esty & Co., when in Hollywood. Donohue will join another agency after a brief vacation. Neville Reay, assistant publicity director of Selznick International Pictures, Culver City, Cal., has succeeded Moore as West Coast manager of the Fizdale organization. Moore will be in charge of the CBS *Burns & Allen* program, sponsored by Lehn & Fink Products Corp. (Hinds Honey and Almond Cream) and the weekly *Blondie* program, sponsored on that network by R. J. Reynolds Tobacco Co. (Camel cigarettes), as well as other sponsored shows that emanate from the West Coast.

GERALD H. CARSON, vice-president in charge of copy of Wm. Esty & Co., New York, early in April will become head of the copy department of Benton & Bowles, New York, replacing Walter O'Meara, who is to devote his time to the agency's newly-established Plan Board, details of which will be released shortly. Mr. Carson was previously with J. Walter Thompson Co., and the George Batten Co., which later became BBDO.

LOUIS NEUMARK, formerly of John Bunker Inc., Cincinnati, has been appointed production manager and radio timebuyer of Sidney Garfinkel Adv. Agency, Los Angeles.

**LOW-COST PROGRAMS** were discussed by Freeman Keyes (left) president of Russell M. Seeds Co., Chicago agency, when he got together in Hollywood during mid-March with Sidney Gaynor (center), sales manager of KHJ, Los Angeles, and Wilbur Eickelberg, commercial manager of Don Lee Broadcasting System, which operates that station. Mr. Keyes was reported looking for new program ideas for a network show to start shortly. His firm services Brown & Williamson Tobacco Co., Louisville.

HARRY J. THORSEN, formerly an account executive of Reincke-Ellis-Younggreen & Finn, Chicago, has joined McCann-Erickson, same city, as account service manager.

HARRY F. KENNEDY, formerly of Advertising Counselors, Phoenix, is now production manager of L. Raymond Co., Los Angeles.

ALEX OSBORN and John C. Cornelius, executive vice-president and vice-president in charge of western offices of BBDO, New York, were in Hollywood during mid-March for conferences with Jack Smalley, Southern California manager. Following a tour of the Pacific Coast they returned to New York. The agency will establish San Francisco offices in May with Buck Hurst as manager.

HARRIE K. RICHARDSON, formerly assistant radio director of H. W. Kastor & Sons, Chicago, has accepted a special program development assignment with Needham, Louis & Brorby, Chicago.

H. W. MALLINSON Jr., formerly with Paul Raymer & Co., Chicago, station representative, has joined Badger & Browning & Hersey, New York, to handle the purchase of radio time in addition to other duties.

MARTIN DEANE WICKETT, formerly with the NAB Bureau of Copyrights in Washington, has joined the radio staff of Erwin, Wasey & Co., New York, to handle research. Mr. Wickett, a composer, was previously musical director of KMOX, St. Louis, and later chief arranger for WLW, Cincinnati.

ROBERT ORR, vice-president of Lennen & Mitchell, has returned to New York after several weeks in Hollywood. He supervised the lining up of talent for the new variety and dramatic program featuring Don Ameche, which starts on NBC April 5 under sponsorship of P. Lorillard Co. (Old Gold cigarettes).

LESLIE N. DANIELS Jr., for six years a member of the radio department of Blackett-Sample-Hummert, Chicago, has joined Benton & Bowles, New York, as a radio commercial writer.

ROSSER REEVES, formerly copy chief of Blackett-Sample-Hummert, New York, and previously with Ruthrauff & Ryan, New York, on March 18 joined the copy department of Benton & Bowles, New York.

J. P. CUNNINGHAM, vice-president of Newell-Emmett Co., New York, has been named chairman of the convention program committee for the 23d annual AAAA Convention to be held May 16-17 at the Waldorf-Astoria Hotel, New York.

ALLEN A. FUNT, formerly copy director of White-Lowell Co., New York, and previously with R. H. Macy & Co., New York, has been appointed copy director of Franklin Bruck Adv. Corp., New York.

B. E. JOLLEY, formerly research production manager of Ross Federal Research Corp., New York, has been named director of research planning and production of the organization. John Holzapfel, formerly Mr. Jolley's assistant, succeeds him as research production manager.

RICHARD DUNNE, formerly of Ward Wheelock Co., Philadelphia, has been named manager of the media department of Lynn Baker Co., New York.

**A transcribed syndicated serial with a new twist! Designed for presentation to the feminine audience. Particularly suitable for furniture and department stores—loaded with merchandising possibilities. Also adaptable for food products or any advertiser whose appeal is to the housewife and family.**

*Write or Wire for Audition Samples*

**KASPER-GORDON, Inc.**

**140 BOYLSTON ST. BOSTON, MASS.**

KSCJ
SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

WILLIAM N. BERECH, formerly in the research department of J. Walter Thompson Co., New York, has been appointed research manager of Lynn Baker Co., New York. John D. Burke, formerly of Lord & Thomas, New York, also has joined the research staff of the Baker agency.

DON BASSETT, formerly promotion manager of Northern Broadcasting & Publishing Ltd., Timmins, Ont., has joined James Fisher Co., Toronto agency, as radio executive.

GEORGE KERN of Blackett-Sample-Hummert, New York, is temporarily assisting Lester Schroeder director of media, for the agency, and will take over Mr. Schroeder's position upon his resignation later this month.

WARREN E. KRAFT, vice-president and manager of Erwin, Wasey & Co., Seattle, was recently appointed chairman of the Seattle Chamber of Commerce tourist committee. He is also a member of the Chamber's board of trustees.

LEROY A. KLING, formerly vice-president in charge of the Chicago office of Cecil & Presbrey, has opened offices at 228 N. LaSalle St., Chicago; telephone, Franklin 1096.

JOHN D. SIMON has joined the Portland, Ore. office of Botsford, Constantine & Gardner as an account executive and copywriter on March 15. He formerly headed his own agency in that city.

CARYL COLEMAN, radio director of Botsford, Constantine & Gardner, San Francisco is now also acting as radio producer, writer and counsellor to various agencies on a free-lance basis.

PACIFIC MARKET BUILDERS, Los Angeles, has moved to larger office at 672 S. Lafayette Park Place.

HARMON BUTLER Adv. Agency, San Francisco, has moved to the 19th floor of Central Tower.

## New Research Group

THE George S. May Business Foundation, a non-profit organization to carry on research work in the interests of private business, has been formed with offices in Chicago and New York, according to an announcement by George S. May, Chicago business man. With research enginers in 18 leading cities, the Foundation plans early studies of modern market analysis methods, the effect of public opinion on business, bonus payment plans for supervisors and executives and the value of trade associations to business. The organization, supported by contributions from members of its Board of Trustees, has established offices at 111 S. Dearborn St., Chicago, and 122 E. 42d St., New York.

## New Script Firm

ADRADIO ASSOCIATES, an organization specializing in radio scripts, has been formed at 11 W. 42d St., New York, by H. Curtis Colby, formerly vice-president of the Frank Presbrey Co., New York, as president, and Fulton Dent, former radio director of the Presbrey agency, as sales and production manager. Telephone is Longacre 5-7060. Under agency consideration are eight program series, according to Mr. Dent, all authored by Miles Overholt, script and scenario writer and former columnist for Hearst newspapers. The programs, both half-hour and quarter-hour, include *Good Luck America, They Laughed When, Hysterical History, Journeys to Junglroo,* and *Sweet Adeline.*

# AGENCY *Appointments*

FLEMING-HALL, New York, to Weiss & Geller, New York, for Mapleton cigarettes and tobacco. Spot radio will be used after April 15, but details are not yet set.

COLLEGE INN FOOD PRODUCTS Co., Chicago, to Weiss & Geller, Chicago.

GLO-CO Co., Los Angeles (hair dressing), to John M. Alden Agency, newly established at 1709 W. 8th St., Los Angeles.

WM. H. ALPERN Labs., Chicago (nail cream) to Grant Adv. agency, same city. Radio is planned for the fall, according to K. R. Bennett, account executive.

ZION KOSHER MEAT PRODUCTS, New York, to Jack Yarmov & Co., New York to promote contest, March 15 through April 30, to name skinless frankfurter. Daily spot announcements on WEVD, New York, with more radio planned for contest.

J. C. ENO Ltd., United States and Canada, to Atherton & Currier, New York, for all advertising on Eno effervescent salts.

JANESVILLE PRODUCTS MFG. Co., Chicago (Scudder cars, coaoster wagons, handcars and other vehicles), to Malcolm-Howard Adv. Agency, Chicago. Former Janesville, Wis. company reorganized in new Chicago plant; plans extensive promotion. Arthur M. Holland, account executive.

INTERNATIONAL SALT Co., Scranton (table salt), to J. M. Mathes Inc., New York (domestic salt package division only).

TOPPS CHEWING GUM Co., Brooklyn, to Brown & Thomas Adv. Corp., New York. No media plans formulated as yet.

FORSTMANN WOOLEN Co., Passaic, N. J., to N. W. Ayer & Son, Philadelphia. Media plans not yet formulated.

### UP Expands Radio Services

UNITED PRESS has opened a news bureau in Charleston, W. Va., under the management of Denny Dalton, formerly in the UP Cincinnati office. Radio departments of the UP Albany, Hartford and Washington offices have been expanded, and Cornelius O'Day has been transferred from the radio division in New York to Washington. New subscribers to UP news are WSPD, Toledo; KTOH, Lihue, Hawaii; KGBU, Ketchikan, Alaska; KWAL, Wallace, Ida.; WMOG, Brunswick, Ga.; WHBU, Anderson, Ind.; KWNO, Winona, Minn.; WTRY, Troy, N. Y.; KORN, Freemont, Neb.; KICA, Clovis, N. M.; KBKR, Baker, Ore.; WFIG, Sumter, S. C.; KWAT, Watertown, S. D.; KGKB, Tyler, Tex.; WDBJ, Roanoke, Va.; WLOG, Logan, W. Va.; WBHP, Huntsville, Ala.

ADVERTISING Federation of Portland, Ore., recently held a series of weekly media meetings. The series opened with Radio Day. This was followed by Newspaper Day, Electrical Advertising Day, Photographers' Day and Magazine Day.


*Rand-McNally* find

**Youngstown**

**one of the 16 places in the U. S. where business shows greatest gains over 1939. For your Ohio campaign you need**

**WFMJ**

**(Now on the Blue Network)**



WCAU

PHILADELPHIA

ANNOUNCES

*The Appointment of*

**JOHN S. K. HAMMANN**

*as Commercial Manager in Philadelphia*

*and*

*The Appointment of*

**ROBERT A. STREET**

*as Commercial Manager in the New York Office*

of

WCAU

50,000 WATTS

APRIL 1st, 1940

## Engineers to Consider Recent Video Progress

THOMAS F. JOYCE, vice-president and advertising director of RCA Mfg. Co., Camden, will deliver the keynote address on "The General Outlook for Television" at the opening day's session of the Society of Motion Picture Engineers' annual spring convention at Hotel Haddon Hall, Atlantic City, April 22-25. In addition to the technical papers on every phase of the motion picture art, the following television papers have been scheduled.

"Television Pick-up of the Pasadena Rose Tournament Parade," H. R. Lubcke, Don Lee Broadcasting System; "Tone Reproduction in Television," I. G. Maloff, RCA Mfg. Co.; "Remote Control Television Lighting," W. C. Eddy, NBC; "Quality in Television Pictures," Peter C. Goldmark and John N. Dyer, CBS; "Frequency Modulation," E. H. Armstrong, Columbia U; "RCA Portable Television Pick-up Equipment," G. L. Beers, RCA Mfg. Co., O. H. Schade, RCA Radiotron Corp., and R. E. Shelby, NBC. Julius Haber, publicity director of RCA Mfg. Co., is chairman of the SMPE publicity committee. Television session will be open to all radio technicians and broadcasters.

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THE NEWLY incorporated Television Engineers Institute of America, Hollywood, has tentatively set June 19 to 22 inclusive as dates for an international television convention to be held in the Roosevelt Hotel, that city. George H. Seward, president and Arthur A. Stern, secretary-treasurer, are in charge of arrangements.

Manchester (N. H. Union)

*"If y'ask me, they're carrying this television a little too far!"*

## Television Theater at Fair

RCA MFG. Co., Camden, N. J., has announced plans to construct a special two-story addition to its present exhibit building at the New York World's Fair, which will provide for a television theater to accommodate 100 visitors. The theater also provides for ten television receiving stations, fitted out as living rooms, enabling visitors to view television reception under home conditions. Further details will be announced early in April.

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GIVING New York televiewers a preview of the forthcoming political conventions, NBC is planning to telecast the April 11 broadcast of *Town Hall Meeting of the Air.*

## Television Notes

### Large-Screen Exhibit

LARGE-SCREEN television, which RCA demonstrated at a private showing last month before the FCC at the RCA plant at Camden, will be shown to the general public in a large auditorium for the first time at the home appliances exhibit conducted by the Electrical League of South Jersey at Convention Hall, Camden, April 3-6. The television pictures will be projected on a large screen on the Convention Hall stage by means of an optical system developed by RCA.

* * *

### Special Use of Sound Channel

SINCE the television channels in the ultra-high frequency range are much freer from static than the normal broadcast zone, W2XBS, NBC's television station in New York, is now using its sound channel three hours each evening, from 7 to 10, broadcasting regular NBC sound programs during whatever time television programs are not on the air, as a special service to television set owners in the New York area.

* * *

### Remote Coverage

THOUGH 142 airline miles away, Daniel J. Duval, *Schenectady Union-Star* sports editor, covered the recent Knights of Columbus track meet in New York by television. The telecast from NBC was picked up by GE atop Helderberg mountain and rebroadcast to the Albany-Schenectady area where Duval picked it up in the home of John Gilmour, GE television program director.

* * *

### Cath-Ray's New Set

CATH-RAY Television Corp, New York, has introduced a new low-priced combination sight and sound receiver to retail at $149.50. Instrument, a console model, has a 7-inch tube for direct viewing in the front of the cabinet and 23 other tubes, and features the "Syncroloc hold," a special circuit designed to keep the pictures locked in Synchronization at all times.

## Video Receiver Prices Sharply Reduced by GE

ALSO deeply interested in television, with several stations in operation or building and with production line geared for market demand, General Electric Co. has announced radical price reductions in receivers ranging from $75 to $200. The reductions were listed as follows:

Model HM-171, table model picture receiver with sound converter, 5-inch picture tube, reduced from $195 to $99.95; HM-185, complete television receiver in console cabinet, 5-inch picture tube, from $250 to $175; HM-225, 22-tube console, 9-inch picture tube, from $385 to $310; HM-226-7A, a 29-tube combination for both television and three-band radio reception, from $575 to $445 (has 12-inch tube). HM-275-3A, top set in the GE line, is a 30-tube deluxe combination console, offering both television and three-band radio reception, with 12-inch picture tube, and was reduced from $795 to $595.

## Don Lee Speeding Plans For New Video Station

WITH all legal obstacles cleared, Don Lee Broadcasting System, Los Angeles, is speeding up plans to erect and operate a television station on Mt. Lee, 1,700 feet above Hollywood. Blueprints have been approved, and it is expected that work will start immediately. Thomas S. Lee, president of the organization, proposes to build studios and facilities at a cost of more than $250,000 and move the Don Lee telecaster W6XAO from downtown Los Angeles to the new site. He plans to have it in operation by Sept. 1.

The FCC recently approved removal from downtown Los Angeles and also assigned the transmitter a new channel. Los Angeles City Council and Planning Commission have sanctioned the move. Road work to the new site is now under way and will be finished by early April. Don Lee has also made application to initiate experiments in frequency modulation. If granted, it is planned to install the transmitter and antenna in a special building on Mt. Lee.

## Porter Named by AFRA As Field Representative

JAMES PORTER, who has a background of some ten years in union organizing and negotiations, has been appointed national field representative of the American Federation of Radio Artists. Although Porter has no previous radio experience, AFRA executives stated they felt this lack was more than outweighed by his history in other labor fields. Following a week in Charlotte, N. C., he is going to Detroit on April 1, where he will establish temporary headquarters for organizing activities in that area.

A contract for staff announcers at KOA, Denver, has been negotiated by Vic Conners of the union's San Francisco office as the first step in a drive to sign up all Denver stations before the AFRA convention, to be held there in August. Contract, which follows the standard form set up by AFRA and the networks for M. and O. stations, calls for immediate raises for announcers. Station is the fourth NBC owned and operated outlet to sign with AFRA in the past few weeks, others being WBZ-WBZA, Springfield - Boston, and WMAL and WRC, Washington.

AFRA transcription code is still in the process of coordination, according to Emily Holt, AFRA executive secretary, who said the code is expected to be ready for approval by the union's membership and for submission to transcription manufacturers within the next few weeks.

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### Remodeling NBC Newsroom

PLANS for the construction of specially-devised news broadcasting studios in the NBC newsroom on the fourth floor of the RCA Bldg., New York, have been announced by A. A. Schechter, director of NBC news and special events. The built-in glass studios, incorporating the latest technical radio developments, will be adjacent to the teletype machines and the shortwave monitoring equipment, and will have special slots built in the sides of the walls so that news bulletins may be fed through the apertures without the necessity of opening a door.


**In Syracuse**

# WFBL

**Is the Station**

**REASON 1** FULL basic Columbia programs—a greater continuous listening audience.

**REASON 2** FAVORITE of listeners—*more* network programs, *more* short wave broadcasts, *more* national and local features.

**REASON 3** FAVORITE among advertisers—proved by heaviest schedule in history—*95% of time sold.*

*WRITE for full details*

ONONDAGA RADIO BROADCASTING CORP.

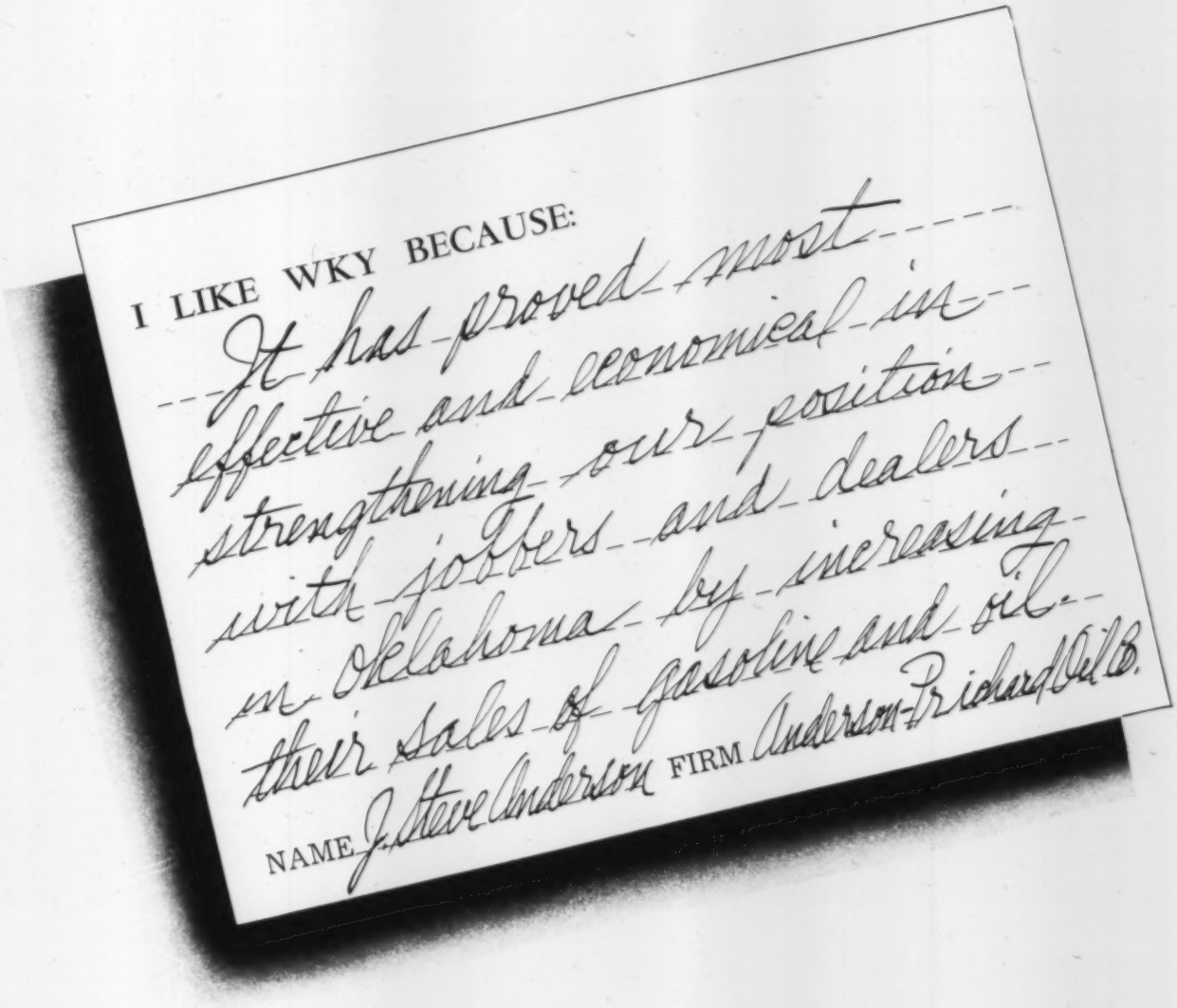
*Syracuse, New York*

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

*National Representatives, Free & Peters, Inc.*

XUM

# A 25-WORD STATEMENT WHICH HAS ALREADY WON ITS OWN REWARD


I LIKE WKY BECAUSE:
It has proved most effective and economical in strengthening our position with jobbers and dealers in Oklahoma by increasing their sales of gasoline and oil.
NAME J. Steve Anderson FIRM Anderson-Prichard Oil Co.

When one of the world's largest refiners of industrial naphthas began to expand the marketing of a branded gasoline through independent Oklahoma jobbers it selected **WKY** to merchandise that gasoline to consumers. Gallonage increased immediately. The number of jobbing accounts mounted. But of even greater importance was the effectiveness of **WKY** in bringing about a closer relationship between the company and its jobbers and their dealers. **WKY** planned and produced the program responsible for this merchandising success. Through a seven-piece string orchestra with vocalists, this show offers fifteen minutes, five days a week, of the kind of popular music WKY's statewide listening audience goes for in a big way.

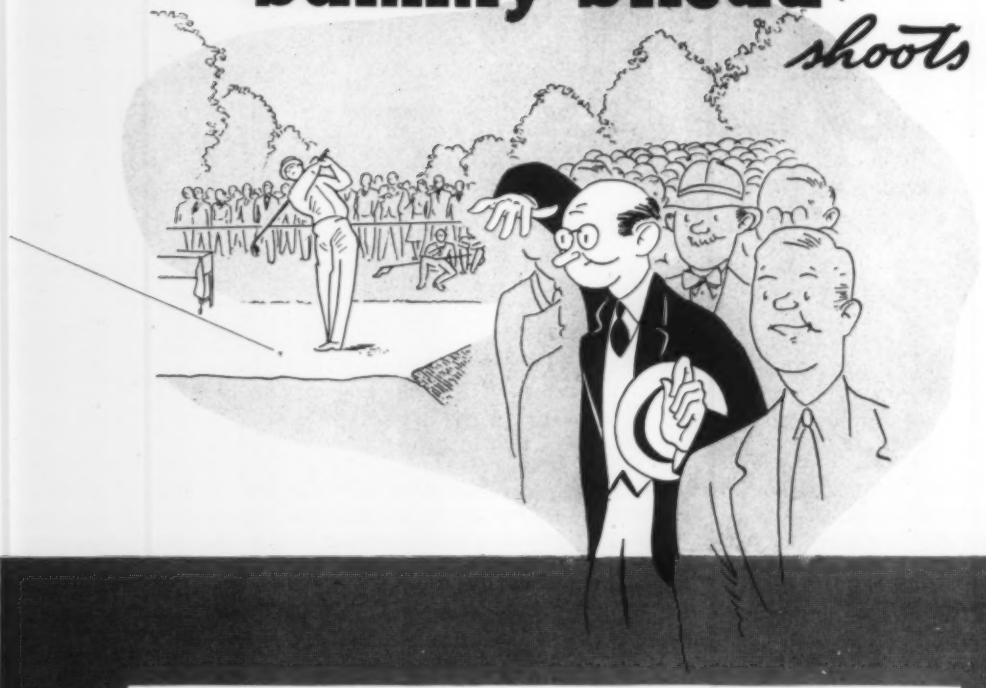
ANDERSON-PRICHARD OIL CORP. is one of the largest independent producing, refining and marketing organizations in Oklahoma. Its history as refiner dates back to post-war days of 1922.

**WKY · OKLAHOMA CITY** OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: ★ THE DAILY OKLAHOMAN AND TIMES THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affil. Mgmt.)* ★ REPRESENTED BY THE KATZ AGENCY, INC.

*What's he thinking when*

# Sammy Snead

*shoots a 66?*



He's thinking about a 350 yard drive; about an arching mashie shot that hits the flag; about a stymied putt. He's thinking golf.

**And what's he thinking when he reads BROADCASTING? He's thinking radio.**

BROADCASTING means radio advertising. It's 100% radio all the time. Its 8,000 circulation blankets your prospects. You know you're reaching the right people when you sell your story through BROADCASTING.

*they're Radio-Minded when they read* **BROADCASTING**

**BROADCASTING BLANKETS TIMEBUYERS!**

SPONTANEOUS was the tribute paid by listeners to Sportscaster Art Bramhall, of WHBL, Sheboygan, Wis., for his descriptions of the home games of the Sheboygan Redskins, up among the leaders in the National Professional Basketball League. Coming as a complete surprise, WHBL listeners suddenly popped up during one of the game broadcasts with $52 to buy Sportscaster Bramhall a watch. Here at the presentation ceremonies are (l to r) Announcer Clair Stone, of WHBL; one Mr. Froelich, representing the listeners, and Mr. Bramhall, who also received sundry gifts of clothing and merchandise. The whole thing was arranged by listeners, who even refused to accept a contribution from Ed Cuniff as director of WHBL.

## Small Loan Radio Ban Proposed in New Jersey

A BILL asking $25,000 for the State attorney general to finance a campaign against radio broadcasts of small loan companies was introduced in the New Jersey State Assembly in March by Peter P. Artaserse, Democratic assemblyman. The measure would authorize the attorney general to employ investigators, commentators and lecturers and to use any radio station in the State in an attempt to counteract radio advertising which might be construed to be against public interest.

"The purpose of this bill," commented Mr. Artaserse, "is to expose the vicious practices of the small loan racketeers in soliciting loans by the use of radio." In a companion statement he added, "Every type of rosy picture is presented to make it attractive for people to run themselves into debt. Nothing, however, is ever said about the interest they have to pay; nothing is said about the facts that they have to pledge their furniture as collateral; nothing is said about putting up life insurance policies and bartering away their securities for these loans." It was the State's duty to protect the people, he declared. Several Assembly members have introduced bills to cut from 2½ to 1½% the monthly interest rate on small loans.

### Miss Hackett to KROW

ELMA LATTA HACKETT, after three years on KSFO, San Francisco, has moved her *Friendly Homemaker* participation program to KROW, Oakland, managed by Philip G. Lasky, former KSFO manager. Currently on KROW she will handle *Cook Book Quiz* sponsored by Miller Packing Co. Mr. Lasky announced he plans to build an elaborately equipped electric kitchen for Miss Hackett, who is a graduate in home economics of the U of California and U of Oregon. She will continue her lecture work under the auspices of KROW. She was succeeded at KSFO by Ethel Hawes, formerly of Cleveland.

### Tries All Three

BILL PENNELL, announcer of WIOD, Miami, claims the distinction of having worked on all the major networks within a period of two months. While they were keyed from Miami, the Walter Winchell and Milton Berle programs on NBC, Ripley's program on CBS and the Hialeah Park races on MBS were all handled by Pennell. Incidentally, Winchell on the *Jergens Journal* made the first announcement of Pennell's engagement to Margaret McFarland of Atlanta, whom he will wed in the spring.

## Illicit Operator Fined

FOR conviction on charges of operating an unlicensed radio station and operating a station without an operator's license, Russell Callender, of St. Paul, was fined $25 on each of the two counts by the U. S. District Court, St. Paul. The violations were uncovered by FCC inspectors.

### WCBM Technicians to ACA

TECHNICIANS of WCBM, Baltimore, have signed a one-year contract, retroactive to March 1, with ACA, providing for wage increases, vacations with pay, a 42-hour week, time-and-a-half for overtime, and hiring through ACA. The agreement was negotiated for ACA by Sidney Adler, field representative of the Broadcast Division.

## WFIG, Sumter, on Air

WITH T. Douglas Youngblood returning to his native city to become manager, the new WFIG, Sumter, S. C., went on the air March 15 with a dedicatory broadcast in which the mayor and other city notables as well as mayors of surrounding communities participated. Licensee of the station, which last July was authorized to construct with 100 watts night and 250 day on 1310 kc., is Julius S. Brody, formerly connected with a local dry goods firm. Manager Youngblood recently was with the sales staff of WCOS, Columbia, S. C., and formerly was manager of WFOR, Hattiesburg, Miss., and commercial manager of WRBL, Columbus, Ga. Program director is John Sherman, formerly with WTMA, Charleston. Chief engineer is Robert E. Liverance, formerly with WGBR, Goldsboro, N. C., and WFTC, Kinston, N. C. George Crawford, formerly of WSPA, Spartanburg, S. C., and WAIM, Anderson, S. C., is staff announcer; L. E. Rish, formerly with WCOS, operator; Miss Alison Keels, continuity chief. The station is RCA equipped throughout, with a 185-ft. Wincharger radiator.

### Bing Crosby Honored

BING CROSBY, star of the NBC Kraft Music Hall, sponsored by Kraft Cheese Co., and also a directorate member of KMPC, Beverly Hills, Cal., has been awarded the United States Junior Chamber of Commerce distinguished service key for the young man under 35 years of age who contributed most to his community during 1939. It was in recognition of his contribution in radio, motion pictures and sportsmanship.

"This is . . .
WIS
COLUMBIA
SOUTH CAROLINA'S CAPITAL CITY

At the very hub of as fine a highway system as any state can boast, the city of Columbia beckons all South Carolina to its state capital. To legislate, yes! —but to shop, too . . . in the State's largest department stores . . . or to buy from the important wholesalers.

WOLS FLORENCE, S. C.

All of these people, even from the remotest corners, know WIS. Because, in the daytime every square mile of South Carolina receives more than 100 microvolts from WIS (which is pretty good rural reception) and 76, 140 radio homes get better than a half millivolt (in most cases the strongest available signal).

*Most NBC advertisers know WIS — know what 560 kilocycles does. If you don't, may we tell you more?*

WIS-DOM

N. B. C. — BOTH RED AND BLUE NETWORKS
WIS
COLUMBIA SOUTH CAROLINA
5,000 WATTS DAY
560Kc.
1,000 WATTS NIGHT
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

# Equipment

WESTERN ELECTRIC equipment and a Blaw-Knox tower have been ordered for the new KWFC, Hot Springs, Ark., to be headed by Howard A. Shuman, former commercial manager of KTHS. Mr. Shuman reports that delays in the construction of the new Malco Theater Bldg. may delay starting date until June or July although it had first been planned to have the station on the air April 15.

GATES RADIO & Supply Co., Quincy, Ill., has sold remote amplifier equipment to KVNU, KSOO, WTBO, WCOA, WFDF, WFTC, WJMS, WCAR, WEW, WPAR and to radio room of House of Representatives, Washington. Company also has delivered 27-C limiting amplifiers to WAGF, WGTM, WJMS and WHBU. Gates American Corp. has sold a 250-A transmitter complete with peak limiting amplifier and antenna tuning equipment to KIUP, Durango, Col., and 25-A precision frequency control units to WEOA, Evansville, and Colonial Broadcasting System, St. Johns, Newfoundland.

NEW transmitter building of CKCL, Toronto, is well under way at Scarborough, nine miles from the studios, where a 46-acre farm has been purchased for the new 1 kw. transmitter to go on the air about July 1. The station building, of modern design, heated by oil and air conditioned, with living quarters, is a one-story building 40 x 50 feet, with basement. Two 200-foot vertical radiators built by Ajax Engineers Ltd., Toronto, are being placed 1,060 feet apart to give CKCL the first directional antenna in Canada, being installed because the transmitter location is near the shore of Lake Ontario. A Marconi 1 kw. transmitter is being installed. The entire cost is expected to be about $70,000.

CKWX, Vancouver, will begin operation of its new 1,000-watt transmitter this summer, according to Reg Dagg, manager. The station is installing a Collins transmitter purchased from the Canadian Marconi Co. at the new site on Lulu Island. A 260-foot Ajax Engineers quarter-wave vertical antenna is being erected for operation on 950 kc.

KFXM, San Bernardino, Cal., has contingently purchased an RCA 250-watt transmitter and associated equipment.

## GE Edison Films

NINE REELS of film and a recording of the inventor's voice made in Schenectady during his life have been loaned to Metro-Goldwyn-Mayer by General Electric Co. to help make the movie of the life of Thomas Edison. The movie is being released in two parts, the first already released with Mickey Rooney as star and the second part, for which GE is furnishing not only the films but other data, to star Spencer Tracy.

RCA announces an ultra-high frequency antenna MI-7823-A fabricated at the factory for specified operating frequency and requiring no adjustment after installation.

W9XYH, the FM adjunct of WEBC, Duluth, which went on the air March 15, is utilizing General Electric equipment and not a WE transmitter, as erroneously reported on page 30 of the March 15 BROADCASTING.

RADIO Engineering Laboratories Long Island City, has issued a 24-page booklet on frequency modulation, containing photographs and descriptions of a number of FM installations in New York and New England in addition to data concerning the apparatus manufactured by REL.

FOLLOWING completion of the base construction for its new antenna, 36 concrete piles, reinforced with steel, driven 110 feet into the cedar bog at the transmitter site at Kearney, N. J., WOV, New York, has started erection of the tower, which will be 350 feet high, with a 40-foot "top loading" umbrella. Work is under the direction of R. E. Study, chief engineer of WOV.

KENYON TRANSFORMER Co., New York, has just announced a complete new series of transformers made in both standard and submersion proof types. Finished in black alumilite standard case sizes, these units are particularly adaptable to light portable broadcasting equipment.

RCA MFG. Co., Camden, N. J., has announced a new Type 311-A broadcast frequency monitor.

## NAB RECOMMENDS REVISION OF LOG

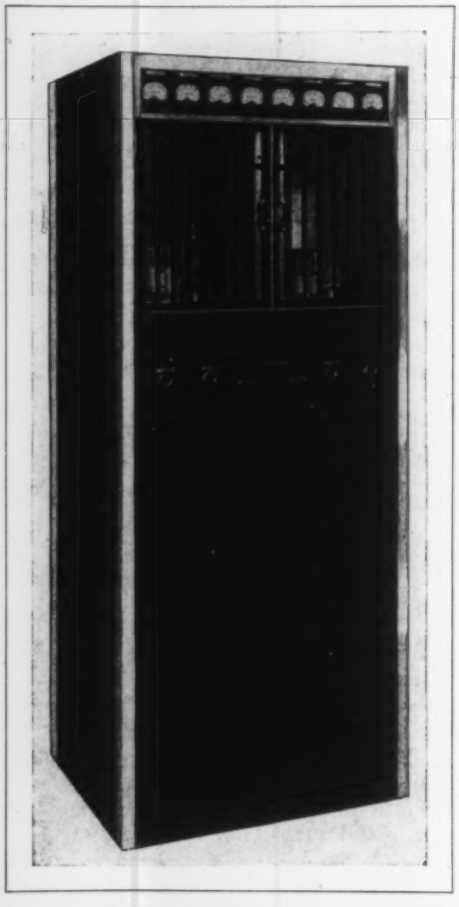
ADOPTION of a proposed program log meeting requirements of the new FCC rules and designed to establish a uniform practice throughout the industry was effected by the NAB Accounting Committee at a meeting in New York March 19. The log form is subject to further check with the FCC, which does not propose to give it any formal stamp of approval. The committee also adopted an accounting manual for station bookkeeping designed to facilitate entering of necessary information in completing the annual FCC financial report on station operations, along with programming and employment factors.

Present at the meeting, presided over by Chairman C. T. Lucy, WRVA, Richmond, were N. L. Kidd, WSYR, Syracuse; E. J. Gluck, WSOC, Charlotte; H. W. Batcheldler, WFBR, Baltimore; H. F. McKeon, NBC, New York; S. R. Dean, CBS, New York. Attending for the NAB were Edwin M. Spence, secretary-treasurer; Paul F. Peter, research director, and Robert Myers, of the research department.

## WE Assigns Geo. Jones

APPOINTMENT of George I. Jones, for several years Government sales engineer at the Washington office of the Graybar Electric Co., as Washington representative of the national Graybar organization, has been announced by A. J. Eaves, general telephone sales manager. Mr. Jones will supervise Washington activities related to Western Electric broadcasting equipment sales. He became interested in radio in the pre-broadcasting era of spark transmitters and crystal detectors. Since 1921 he has engaged in radio construction, sales and service, amateur and broadcast station operation and, more recently, broadcast engineering and equipment sales. From 1933 until joining the Washington Graybar staff in 1935 he was associated with Jansky & Bailey, consulting radio engineers, specializing in field intensity surveys and allocation engineering.

Mr. Jones

IT DOESN'T COST—
"It Pays"

A Gates American transmitter has never cost a Broadcaster one single penny. Reason? From the day they are turned on the improved signal, the new high fidelity transmission quality and that "Means Business" appearance brought much more business than the pro-rata cost of a complete Gates transmitting plant over a two-year period.

250 watters can buy Gates American either for cash or on convenient terms. Investigate the Gatesway to better-lower cost broadcasting.

The complete new 1940 Gates Catalog, exclusively broadcast equipment, yours for only requesting on your station letter head.

GATES
QUINCY, ILLINOIS, U.S.A.
AMERICAN CORPORATION

## in the CONTROL ROOM

ROBERT F. WOLFSKILL, assistant manager of Commercial Radio Equipment Co., Kansas City, has been assigned, effective May 1, to head the company's new branch office at Crossroads - of - the - World, Hollywood. The office will be completely equipped for frequency monitoring, allocation consulting, surveys and measurements.

AL EISENMENGER, E. A. MacCornack and Tom Gootee, NBC-Chicago engineers, have been chosen to head the committee planning the second annual Radio-Dinner Dance, given by Central Division engineers, to be held April 19. Evelyn Lynee, NBC songstress, will reign as Queen over the 1940 affair.

HAROLD JACKSON, engineer of NBC-Chicago, is recuperating at home after more than a week in the hospital.

CHARLES KIBLING, remote engineer of WOR, Newark, and well-known amateur operator, was honored recently when his amateur station W2XOE was pictured on the cover of the *Assn. of Technical Employes Journal*.

RALPH L. PRIEST, KHJ, Los Angeles, technician, is the father of twin boys, Richard and Ralph, born March 10 in Santa Barbara, Cal. Mrs. Priest is assistant professor of music at Santa Barbara State College.

OMER WRIGHT recently was named chief engineer of KDON, Monterey, Cal., replacing Melvin Johnson, resigned.

CLARENCE ASHMAN and Ben Buckley recently were added to the technical staff of KSAN, San Francisco.

JIMMY THUNNELL, engineer of KYW, Philadelphia, has resumed his duties following an appendectomy.

DAVID S. LITTLE, formerly in charge of aviation for Radiomarine Corp. of America, has joined American Airlines as radio engineer.

LEVIS SUGGS, new to radio, has joined the engineering staff of WGBR, Goldsboro, N. C.

FRANCIS CARUFY, chief engineer of WNLC, New London, Conn., on March 11 married Leona Marcille in Boston.

HAROLD RUFF, WIBW, Topeka, engineer is the father of a baby girl born March 8.

ROGER V. HIVELY, formerly of KGKB, Tyler, Tex., has joined KHBG, Okmulgee, Okla., as chief engineer. Bill Guy, formerly of KTBC, Austin, has joined the KGKB announcing staff.

WALTER A. GRAHAM, control supervisor of WOV, New York, is out of the hospital following a seige of pneumonia and will spend several months regaining his health, returning to work about June 1.

JOE I. STEWART, formerly of WFOY, St. Augustine, Fla., has resigned to become chief engineer in charge of construction of the new WMOG, Brunswick, Ga.

JAMES LA SHAUM, formerly of KFI, Los Angeles, has joined KMPC, Beverly Hills, Cal., as studio engineer.

E. W. LAMBOURNE, of KDYL, Salt Lake City, has been transferred from Transradio operator to control room.

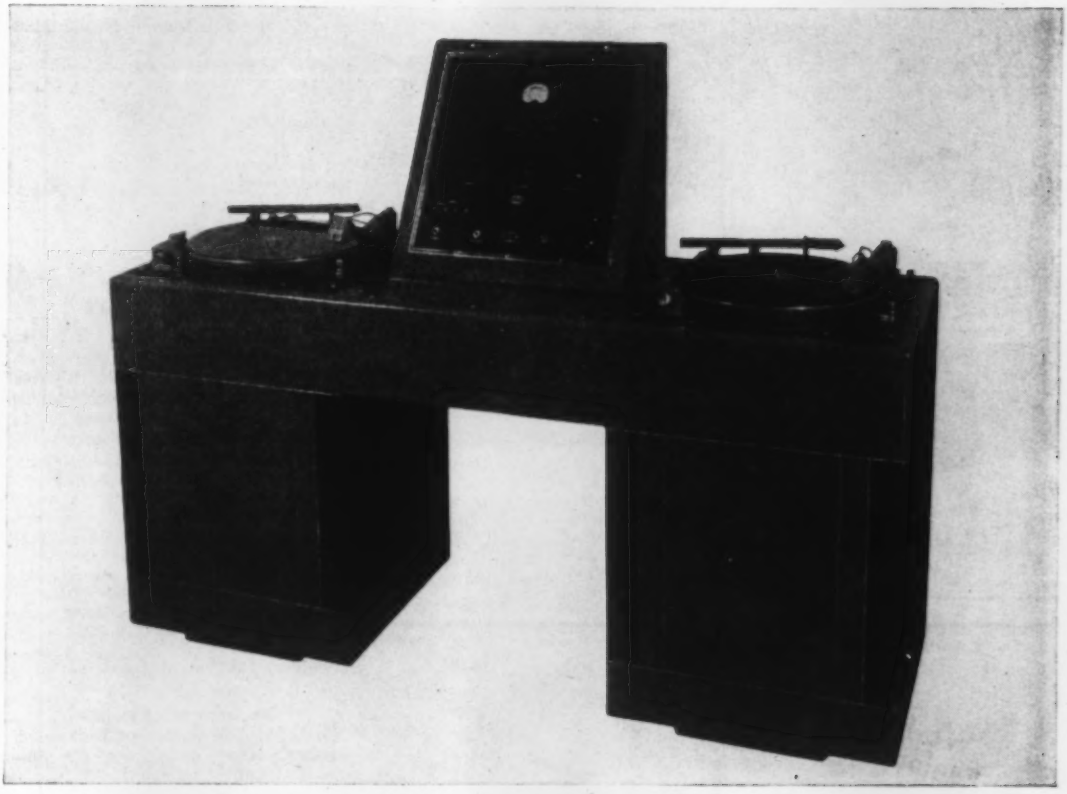
FRANK J. ELLIOTT, formerly of KWBG, Hutchinson, Kan., is now operator at KVSF, Santa Fe, N. M.

ARTHUR OLSEN, engineer at WOV, New York, on March 30 married Helen Poll.


# PRESTO offers a new

## Dual Turntable Transcription Recorder

*. . . complete in a single unit*



**This new, moderately priced Presto Model F recorder makes the perfect installation for broadcasting stations, colleges, advertising agencies and personal recording studios. It records continuously, without interruption, on records up to the 17¼" master size and also re-records from one record to another. The quality of the recordings made on the model F recorder makes them suitable for use by any broadcasting station.**

### Note these operating conveniences:

- The exclusive Presto rubber-rimmed turntable driven directly by a steel pulley on the motor shaft, a drive system that eliminates idler wheels, belts, gears and other parts subject to rapid wear. Speed shift-lever changes instantly from 78 to 33⅓ R.P.M.
- Tables are equipped with the Presto 1-C high fidelity cutting head which records uniformly a range from 50 to 8,000 cycles and completely modulates the groove at a pitch of 112 lines per inch.
- A vertical damper eliminates vertical modulation in the groove and prevents rapid changes in groove depth due to surface irregularities in the disc.
- A time scale on the cutting arm shows the correct starting point for all sizes of discs and elapsed recording time at both 78 and 33⅓ R.P.M.
- Amplifier gain 125 DB, output 10 watts. Amplifier controls include a two microphone mixer, playback gain control, combination control which increases the high frequency response for 33⅓ R.P.M. recording and attenuates the high frequencies when playing commercial records, low frequency equalizer and a switch for changing instantaneously between cutters for continuous recording or re-recording.
- The complete equipment mounts in a wood table (Length, 67"—Depth, 21"—Height, 49") attractively finished in two tones of gray with silver trim. Height of turntable above floor level, 32".

For descriptive folder and price quotations, write:

**PRESTO RECORDING CORPORATION**
**242 West 55th St., New York, N. Y.**

WAAT
JERSEY CITY
The Station with U. P. NEWS of the hour; on the hour; every hour.
At the centre of N. Y. Metropolitan area.
N. Y. Sales office: RKO Bldg., Radio City
National Representatives
BURN-SMITH COMPANY, INC.
NEW YORK CHICAGO DETROIT ATLANTA


# Purely PROGRAMS

NEW audience participation program with a sports slant, *Sporto*, has started on WGL, Fort Wayne, Ind., under sponsorship of Harvey Bros., local clothiers. As part of the half-hour weekly show, featuring John Hackett and Neil Searles, printed forms containing names of athletic figures and events are offered listeners during the week. The program hints at the names via sound effects and continuity. Listeners check names recognized, trying to get five in a row a la bingo. Listeners presenting card with five names in a row at sponsor's store win a necktie.

* * *

### Wits vs. Nits

LOCAL clubs provide participants for *Battle of Wits & Nitwits* on WDWS, Champaign, Ill. Carol Laymon is quizzer. Question senders get theatre tickets. Another series, *Going Ahead with Rantoul* on WDWS is actively supported by the town's Chamber of Commerce.

* * *

### From the Capital

WAAF, Chicago, has inaugurated a new series of Sunday features titled *Under the Capitol Dome* which consists of a resume of the important developments which took place in Washington the previous week. Quarter-hour shows are heard at 4:45 p.m.

### In the Army Now

TROOP personnel from Fort Benning, center of peace time concentration of soldiers, provides the talent for the *Army Hour* broadcast over WRBL, Columbus, Ga., Saturday nights. The half-hour variety show, originating in the new Army YMCA in Columbus, is sponsored jointly by the YMCA and WRBL. Inaugural broadcast March 16 featured talks by Manager J. W. Woodruff, the mayor of Columbus and army officers.

* * *

### Decision by Public

EXPRESSION of public opinion on matters of current interest is invited for *The Public Jury* heard over WMBD, Peoria, Ill. Forms presenting the facts on the chosen controversial issue are submitted to 12 selected persons. Space is provided for a verdict of yes or no and a brief explanation of the verdict. Two announcers alternately read the explanations while a third gives names and summarizes the verdict.

* * *

### From Honeymoon Hdqrs.

BROADCAST from the recently publicized Honeymoon Isle off Florida was effected March 16 through WSUN, St. Petersburg, Fla. Description of the project and interviews with honeymooners were conducted by Bob Wilbur of WSUN and C. M. Washburn, promoter of the project. Since no telephone communication was available to the island, a shortwave relay to a land receiving station was necessary.

* * *

### The Deacon's Speakin'

ENTIRE life of a small town is reconstructed in a new one-man show recently started on WGN, Chicago. The thrice-weekly 15-minute feature is titled *The Deacon* and features John Howard in monologues and stories during which he introduces various typical Main Street characterizations. Included in each performance are two hymns or folk songs.

* * *

### Ladies' Hour

FEATURING woman's angle news and chatter by *Atlanta Journal* personalities and music of a staff orchestra, *For Women Only* on WSB, Atlanta, covers society gossip, garden news, theatre and radio, fashions, foods, books and women in the headlines. The show is written by Bob Pollock and announced by Hugh Ivey.

### Two at a Time

BREAKFAST CLUB COFFEE Co., Los Angeles (coffee) is sponsoring a series of sidewalk reporter broadcasts, thrice weekly, featuring Ernie Smith and Bert Buzzini on KJBS, San Francisco. The interviews are conducted in front of Benatar's Drug Store, likewise a KJBS account, which now is serving exclusively Breakfast Club Coffee over its lunch counter. Benatar's purchased 2,500 pounds of Breakfast Club Coffee when the interview series started. Thus KJBS has been instrumental in bringing actual new business to two of its clients—the coffee sponsor and the drug company, the latter through sending many observers at the sidewalk broadcasts into the store. The coffee account was placed through Lockwood, Shackelford Adv. Agency, Los Angeles.

* * *

### Quiz of the Stars

NEW quiz idea program started on KFWB, Hollywood, has motion picture name talent answering questions on the film industry each week. Titled, *Ask the Stars*, the studio audience half-hour program is similar in format to *Information Please*, and has five participants each week. George Jay projects questions about film stars, pictures and the industry in general, which are sent in by listeners. If guest talent fails to give the correct answer, an encyclopedia is given the question sender.

* * *

### Ambitious Youth

AMBITIONS, hobbies and activities of the younger generation are presented to KGVO, Missoula, Mont., listeners on *Citizens of Tomorrow*, half-hour weekly program. Six children, selected on the basis of letters they submit, are interviewed informally. Sponsored by Sunnymaid Bakery for Pinocchio Bread, the broadcast is conducted by Jimmy Barber.

* * *

### Spotlight on Rackets

UNDER auspices of the local Better Business Bureau, KOMA, Oklahoma City, has started a new weekly series, *Rackets That Rob*, designed to expose merchandising rackets. Each program dramatizes a different racket. Written and produced by the KOMA production department, the programs feature talent of the Oklahoma City Theatre Guild.


"We Have the Equipment!"
—Says
TED GILES
Chief Engineer, WMBD
"Whether it's a complete musical with full sound effects or a one-minute transcription, we have the equipment to carry your program—with the effect you want".

Faithful 600,000 Coverage

The 600,000 folks in the "Peoriarea" depend on WMBD to bring them strong, listenable quality reception of programs down through each day—including many leading Columbia network features. The loyal WMBD following is self-evident that they are well satisfied.

More than 300 progressive Central Illinois retailers depend on WMBD for strong coverage of their respective marketing areas. They are getting it—or they wouldn't renew contracts year after year!

Be sure you include on your National list this capable coverage of the rich, concentrated "Peoriarea". Spending is naturally freer in this industrial-agricultural center of higher-than-average incomes and living standards.

NATIONAL REPRESENTATIVES
Free and Peters, Inc.

TEST SPOT of the MIDDLEWEST
THE HEART OF ILLINOIS
MEMBER C.B.S. NETWORK
WMBD
PEORIA, ILLINOIS

920 CLUB
BOSTON'S BIGGEST RADIO PROGRAM
(Participating)
Write for 15 Big Success Stories
WORL BOSTON

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.
SPOTTING BUSINESS
Place your "spot business" in a spot where advertising is productive. Business is good in the Hartford market — and on WDRC. Write for availabilities now.
BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

### Welfare and Golf

JUNIOR LEAGUE members of Greater Cleveland are participating in a weekly program on WGAR, *Junior League Radio Workshop*, presenting in dramatized form the functions of the various welfare agencies. Scripts are prepared by League members and supervised by Wayne Mack, WGAR drama director. Golf hints by leading local "pros", top scores of the week, recognition of "hole-in-one" players and soothing music will comprise *The 19th Hole* on WGAR, Cleveland, beginning in May and extending into September. The idea was developed and will be produced by Maurie Condon and Dave Baylor of the WGAR staff.

* * *

### Freaks of Sports

NEW daily feature, *Quirks in Sports*, carried as part of Morey Owens daily *Sports Review* on WROK, Rockford, Ill., spots the yarns of a well-known sport official—kept anonymous except for calling him "referee" — who has made a hobby of collecting stories of unusual happenings in sporting events. Owens rewrites these tales of freak plays and such and highlights them on his sports show.

* * *

### Edgar Allen Poe Dramas

KECA, Los Angeles, has started a new weekly half-hour series of dramatized stories by Edgar Allen Poe. Titled, *Once Upon a Midnight*, the series is adapted for radio by Forrest Barnes, Hollywood writer. Glan Heisch, program manager of KECA produces the series which features Ted Osborn as Poe. Claude Sweeten's orchestra provides incidental background music.

### Art and Antiques

NEW program, *The American Treasure Chest*, recently made its bow on KPO, San Francisco. Don Thompson, m.c. takes art objects, curios, antiques, etc., and asks studio guests to identify them and give information, history and anecdotes. Thompson then tells the complete story of the object, sent in by listeners, comparing the information of the experts in the studio to the actual facts surrounding the Americana concerned.

* * *

### News From the Counter

INTERVIEWING customers, salesladies and department heads is the formula of *Household Quiz*, weekly half-hour show on KGKO, Fort Worth. The program originates in W. T. Grant's Department Store, the sponsor. Prizes are given for best household hints submitted and used on program. Contract is for 52 weeks.

* * *

### Capsule Church

COMPLETE church service in miniature, complete to hymns by the choir, is presented on the new Sunday morning non-sectarian devotional program, *The Church in Thy House*, started recently on WSB, Atlanta. Brief sermons are given by Atlanta ministers, and choirs from individual churches supply the music.

* * *

### Kitchen Capers

UTILIZING the entire WDZ, Tuscola, Ill. talent staff, *The Kitchen Barn Dance* is broadcast every weekday morning, 8.45-10 a.m. Hillbilly music, recipes and contests designed to reach the housewives provide the formula.

### The 'Quiz Clock'

A. & S. LYONS, New York production agency, is offering for sponsorship to stations and agencies a new type quiz program *What Time It It?*, designed for radio listeners rather than a studio audience. Written by Joe Liebman, the show is based on a "quiz clock" which listeners manipulate to answer the questions they hear on the program and then send in to the station. Winners are automatically checked on the dial of the clock and cash prizes are then awarded by the sponsor.

* * *

### Clipped From the Films

NOVEL new show of KLZ, Denver, *Off the Sound Track*, is carried at 10 p.m. Saturdays directly from the local Orpheum Theatre. With a brief opening and closing by an announcer, the program is picked up from the sound track of the film showing at the theatre, affording an actual 15-minute sample of the attraction. The timing on the motion picture story is carefully worked out, with announcer's continuity written to fit the scene and action.

* * *

### Insurance Problems

JOSEPH PATRICK LEE, New York insurance consultant, on March 20 started an audience participation program titled *What You Should Know* on WEVD, New York, during which Lee discusses insurance problems with members of the studio audience. For over a year, Lee has been conducting quarter-hour programs and using spot announcements on WAAT and WHOM, Jersey City, and WARD and WLTH, Brooklyn.

BOSTON'S biggest man and biggest horse barged into the studios of WBZ in mid-March for a special broadcast commemorating evacuation of the city by British troops. Edward J. (Knocko) McCormack, impresario of the commemorative parade, hoisted his 270 pounds on this 2,800-pound pensioner of the fire department. The special booties on Knocko's mount prevented damage to the studio floor during a sugar cube-induced canter. Fred Hoey, sports commentator, described the carnival of heft.


# 112 QUARTER HOURS MORE!

**Totalling 203 quarter hours for this week of March 18, WSAI already has 112 quarter hours MORE BUSINESS than last year during the same week.**

**And our contracted-for business volume is scheduled to up and up. Within a month, *Wheaties* and *Mobilgas* add 48 weekly quarter hours of baseball.**

**For seven consistent months, a steady influx of NBC Blue and Red network advertisers, local and national spot advertisers and announcement users has kept pace with WSAI's increasingly attractive programming.**

**All these facts have made WSAI the choice of those who wish more business sent their ways!**

**THE NEW WSAI . . . *"Cincinnati's Own Station"***

***Represented by* International Radio Sales, New York • Chicago • Los Angeles**

TIED in with its *Musical Americana* program on NBC, Westinghouse E. & M. Co. is offering $23,000 worth of electrical appliances in its five-week "Advise-a-Bride" contest, starting April 18. Each week 10 Westinghouse refrigerators and 10 Westinghouse ranges are to be awarded writers of prize-winning letters on "Dear Westinghouse Bride, you should have a Westinghouse refrigerator (or range) because . . .". As second prizes 50 streamline irons are to be awarded weekly. The contest is being pushed in newspaper and magazine advertising, and names of range and refrigerator winners will be announced on *Musical Americana*.


South Carolina's
*ONLY*
Regional
CBS
Station

WCSC

Charleston, S. C.
1000 watts

Free & Peters, Representatives


# *Merchandising & Promotion*

**WCAE History—Birth Record—Guest Columnists—Aid to Buyers—From the Range Country**

### For Libraries

SPECIALLY bound booklet containing the history and complete data of WCAE, Pittsburgh, has been presented by the station to 50 branches of Pittsburgh's Carnegie Library. The booklet was prepared by James Murray, WCAE promotion director, at the request of librarians, who said they have numerous calls for such information.

* * *

### Free 'Digests'

STRESSING the excerpt, "the lower the economic level, the more listening", from the article, *Radio vs. Reading*, in the March *Readers' Digest*, E. A. Alburty, WHBQ, Memphis, manager distributed 100 marked copies of the issue to key time buyers in Memphis claiming WHBQ has the "lower audience" referred to.

* * *

### Art in Miniature

THE animation technique in which tiny caricatures and photos are spotted between words in a sales message is carried out in an eight-page promotion piece prepared by WSM, Nashville. Four of the eight pages are printed on wood-simulating paper and two pages of sales messages have a total of 56 miniature illustrations.

### Esso's Births

ESSO MARKETERS, as a result of its bonus savings account offer to parents of children born on New Year's Day, must pay out about $16,000 according to the births reported as of March 26 [BROADCASTING, Jan. 1]. The offer, launching two new gasolines, was made four times daily on the *Esso Reporter* news programs on 34 stations. To date, the births reported from 18 States are 1,503 singles at $5 each, 35 sets of twins at $200 a set, and one set of triplets at $750. Marschalk & Pratt, New York, is agency.

* * *

### Twin City Clippings

AS A SPECIAL service to advertisers and agencies, KSTP, St. Paul, has inaugurated a clipping bureau of newspaper publicity on all sponsored shows. A small booklet in red and black, picturing a newsboy on the front cover that headlines "Here's News . . . All About Your Show from KSTP" is utilized as a folder for the smaller clippings. A tab along the same art lines, will be attached to all full-page sendouts. This is to be a daily service.

* * *

### WPEN Discount Club

PLACED on a membership basis, the WPEN *920 Club* offers to members special discounts at stores of sponsors on the program and to local sports events. Also, members only are eligible for ticket awards in a daily jingle contest being conducted in conjunction with the local showing of "Pinocchio".

* * *

### Checks From Cokes

BLANK restaurant check books are being distributed to all Tulsa restaurants by KTUL, Tulsa, Okla. On the bottom of each check is the Coca Cola Bottling Co.'s slogan with a written invitation on the reverse side to tune to *Singin' Sam* daily on KTUL.

* * *

### Bantam Aids

AS AN EXAMPLE of how stations may utilize midget autos for special events and other purposes, Bantam Car Co., Butler, Pa., plans to feature KDKA, Pittsburgh, in its 1940 advertising and merchandising campaign.

* * *

### WCCO Columnists

WCCO, Minneapolis, has offered 220 weekly and daily publications in the Northwest area the services of members of the station's staff as guest columnists. Fifty-four accepted, receiving such articles along with WCCO news and program schedules.

* * *

### In Heart of Richmond

OUTSTANDING programs of WMBG, Richmond, Va., are announced on a huge electrical "traveling" news bulletin board located in the heart of the business district.

* * *

### Precision in Topeka

A GENUINE micrometer was attached to a promotion piece mailed by WIBW, Topeka, asking: "Which way do you measure your sales results—with a micrometer or with a cash register?"

### Guide for Buyers

TO HELP merchandise the products of its sponsors, WQXR, New York, has established a "Buyers' Guide" service which appears for the first time on the back cover of the station's printed program booklet for March, sold on subscription to about 12,000 listeners. A line of type at the bottom of each page in the 24-page booklet calls attention to the Guide on the back page, which lists products of the station's sponsors and urges listeners to use the list when making purchases. The March Guide lists Aetna Life Insurance Co., Aqua Velva, Arrid, Botany Worsted Mills, Ford Motor Co., G & D Vermouths, Glyco-Thymoline, Italian-Swiss Colony wines, Jests, Lafayette radios, Martinson's coffee, Ohrbach's, Paramount Pictures, Roto-Shavers, Stromberg-Carlson radios, 20th Century Fox Films, Thomass' English muffins and Venida Products.

* * *

### Louisville Modesty

STRIKING effect is produced by WHAS, Louisville, in a highly varnished red-and-black plastic-bound brochure. "Once upon a time," it says, "there was a radio station that decided not to claim that it was the greatest, the best, the most powerful, etc." "But," the brochure adds, "it decided that its call letters should become absolutely synonymous with the territory which it served from the very pioneer first-days of radio. . . ."

* * *

### For Auto Seats

AUTO slip covers at a low price are offered to listeners of the *Crazy Radio Gang*, sponsored over WBAP and the Texas Quality Network by the Crazy Water Co. Two different sets are offered, one for coupe and the other for coach or sedan, and the plan is to promote good-will for the program.

* * *

### In Coast Weeklies

KPO-KGO, San Francisco, recently made a deal with the Conn Newspapers, 18 residential district papers, in Oakland, for a front-page food column to be written by Gladys Cronkhite, conductor of KPO's *International Kitchen* program. The papers have a total circulation of 40,000 weekly.

* * *

### Symbol of the Range

EYE-CATCHING is the miniature saddle sent to the trade by KTSM, El Paso, with the admonition "Here's your saddle. Come ride the range with KTSM. It's green with opportunities, etc." The saddle is trimmed with shredded leather, blanket and gadgets.

* * *

### 'WSA I-Opener' Revived

WSAI, Cincinnati, has revived its *WSA I-Opener*, a twice-monthly trade promotion paper covering WSAI and Cincinnati trade news.

**Gets Your Product Out in Front!**

Things *happen* when WDZ puts your sales story on the air! Why? Simply because WDZ, Tuscola, is the hub of one of the nation's best buying areas. The area served by this fast-growing station is almost evenly divided between prosperous agricultural, humming industrial and oil producing areas. Folks *can* and *do* buy heavily. We've marshalled all the facts about WDZ and its trading area in an attractive brochure. Ask for it.

HOWARD H. WILSON CO.
special representatives
CHICAGO NEW YORK
SAN FRANCISCO KANSAS CITY

WDZ TUSCOLA ILLINOIS

★ WDZ BROADCASTING COMPANY ★

Some of the National Accounts Now Using:

Allis-Chalmers
Olson Rugs
Standard Oil
J. A. Folger Co.
Dr. Caldwell Syrup of Pepsin
DeKalb Agricultural Assn.
Sterling Beer
Oyster Shell
Union Biscuit Co.
Absorbine Mfg. Co.
Smith Bros. Mfg. Co.
Hyde Park Beer
Household Magazine
Critic Feeds
Foley Honey & Tar
Carter's Liver Pills
Lens Photo Service
Willard Tablet Co.

WFBG

ALTOONA PENN.

providing the ONLY full coverage of the Altoona trading area

*Now*

NBC-RED

*and*

FULL TIME OPERATION

**FEATURING** Greyhound Bus Line's weekly half-hour *This Amazing America* on NBC-Blue and WXYZ, Detroit, this display has been set up in the main entrance window of Detroit's Union Bus Terminal, a spot in the center of the city on busy Washington Blvd. With WXYZ cooperating in working up the broadcast angle, the display goes heavy for colors.

### Oakland C of C Tieup

OAKLAND (Cal.) Chamber of Commerce has named KROW, that city, as its official station. The Chamber recently launched a weekly program *Dear Public*, a series of oral "open letters" reporting and highlighting business development and community progress and brings to the microphone business and civic leaders of the community. The tie-up was effected by KROW General Manager Philip Lasky, who felt that the public knew too little of the Chamber's work and of the major happenings of the community. KROW likewise is closely tied up with the Oakland Junior Chamber of Commerce.

* * *

### For Younger Ears

RAY BARNETT, of the sales promotion department of KSFO, San Francisco, has arranged a series of rallies at high schools and junior colleges. Jack Gregson, announcer, addresses the students on radio. The talks are informal, include a bit of entertainment and are pointed to attract the ears of the younger set to KSFO.

* * *

### For Younger Jobless

KYA, San Francisco, recently donated a weekly quarter-hour period to the *Eighteen to Thirty Club*, an organization of young people which strives to find suitable positions for young men and women.

### Universal Time

CHARTS enabling listeners to compute the time of day at any point on the globe are being distributed upon request without charge by General Electric's international stations, WGEO and WGEA, Schnectady, and KGEI, San Francisco. To meet the demands of Latin American and European listeneners, the chart has been printed in Spanish, Portuguese and French as well as English.

* * *

### WLW-Indiana Promotion

COOPERATION between Indiana retail grocers and WLW, Cincinnati, was intensified when more than 500 Quality Service Store operators and wholesalers with their wives were entertained at a banquet in the Claypool Hotel, Indianapolis. An agreement was set up between the station and the grocer to promote WLW-advertised products.

* * *

### Available to Dealers

TO PROMOTE closer relationship with retail organizations, facilities of the KMOX Radio Playhouse are offered for dealer meetings by Merle S. Jones, manager. Recently over 200 members of the St. Louis Retail Grocers Assn. were guests of KMOX at a supper arranged by Jane Porter of the home economics staff, followed by entertainment by station artists.

## BROCHURES

WABC, New York — Manila folder containing 28 small white cards giving facts and figures on feminine market coverage in New York City for Adelaide Hawley's *Women's Page of the Air*.

NBC—Eight-page promotion piece, "You Can't Say That", containing fan letters and pictures of typical listeners and participants for *America's Town Meeting of the Air*.

WNAX, Yankton, S. D.—Folder on Susan Taylor's program for women, *Tips by Taylor*.

NATIONAL RADIO PERSONALITIES—Offset brochure by producer of station brochures, in format used for stations.

NBC-Blue—Folder shaped like a book, "The Story of Brenthouse," for weekly program *Brenthouse*, available for sponsorship.

WNOX, Knoxville—Folder titled "Coverage", with success story.

WOWO, Fort Wayne, Ind.,—Promotional piece warning timebuyers of the danger of "gap-osis" in coverage.

WRVA, Richmond, Va.—Monthly Booklet *WRVA Dialog* sent to request list of 28,000.

KMPC, Beverly Hills, Cal.—Monthly four-page tabloid newspaper, *News & Views*, with pictures of staff and artists.

WPTF, Raleigh, N. C.—File-shaped folder listing market data and coverage maps.

WBIG, Greensboro, N. C.—Gilt file folder containing pair of two-color market data presentations.

WOR, Newark — Folder reprinting continuity presented on WOR's 18th birthday by Gabriel Heatter.

WDRC, Hartford — File-simulating folder with colored offset inserts describing Blue Ribbon Programs.


WAVE DOESN'T 'CAST FOR BASS (KY.)!

If you're fishin' for sales in Bass (Ky.), WAVE's lure probably won't get you a nibble! We don't ordinarily (broad)cast that far . . . What we *do* reach—*at lowest cost*—is the responsive, able-to-buy, MILLION-*plus* Louisville Trading Area—where listeners *must* dial WAVE for the pick of N.B.C., because we're the only N.B.C. station within 100 miles! Let our Data Book tell you the whole story. It'll *open your eyes!*

LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC., REPRESENTATIVES

FOR SALE
(AVAILABLE IMMEDIATELY)

BIGGEST MAIL-PULLING PROGRAM* ON KYW —"THE RED NETWORK STATION IN PHILADELPHIA"!

* 13,789 LISTENERS SENT IN OVER 16,000 DIMES FOR A BOOKLET OFFERED ONLY ONCE DAILY DURING ONE WEEK IN FEBRUARY, 1940!

THAT'S PULL—WITH LISTENERS!

WRITE, WIRE OR PHONE
KYW • PHILADELPHIA
OR NEAREST NBC SPOT SALES OFFICE

WORSTED CENTER OF THE WORLD

WLAW covers 65 million in payrolls, 86 million in retail sales, with a 10-millivolt signal—the only primary service at uniform high level covering Lawrence-Lowell and Haverhill.

1000 W 680 Kc

Studios & Offices
Lawrence, Mass.

WLAW

**FLASH!**

GRACIE ALLEN SELECTS OMAHA FOR NATIONAL SURPRISE PARTY CONVENTION!

Omaha, of course, Selects

**KOIL**

to Hear Gracie Allen and ALL the Other Big Stars of Radio!

KOIL—A BASIC COLUMBIA STATION
DON SEARLE—GEN'L MGR.
KATZ AGENCY—NAT'L REPR.


# Studio Notes

WITH 3,092 persons participating, the Twin City Radio Popularity Contests conducted by the *St. Paul Shopper* and *Minneapolis Shopping News* was concluded last month with the following voted most popular station artists in this order: George Higgins, WTCN; Cedric Adams, WCCO; "Whoopee" John, WTCN; Halsey Hall, KTSP; Bennett Orfield, WTCN; Clellan Card, WCCO; Bee Baxter, KSTP; Bob DeHaven, WTCN; Rollie Johnson, WCCO; Brooks Henderson, KSTP. Favorites of Minneapolis voters were, in order, Cedric Adams, WCCO; Clellan Card, WCCO; Eddie Gallaher, WCCO; Florence Lehman, WCCO; George Higgins, WCCN. Contests were originated by WCCO, which put up the prize money—$50 to each paper, with the winners in each contest the persons who picked the right personalities and got them in the right order. WCCO was not mentioned in either contest.

OPENING of the Columbia Lecture Bureau, division of Columbia Artists Inc., in Boston was marked by a prevue at the Copley Plaza Hotel, directed by Margaret E. Richardson, New England representative. Among those booked by the bureau for personal appearances in the East are Fred Garrigus and Jay Wesley, of WEEI, Boston, both of whom addressed the club women present at the prevue.

WHAT, Philadelphia, on March 30 observed its 10th anniversary and started "Old Home Week", during which open house was held for listeners and former WHAT artists. The present staff is headed by Milton Laughlin, with Chester a'Beckett, Sam Serota and Joe MacCauley as announcers, and J. Chet Geise, technical supervisor.

WITH Arizona's tourist season in full swing and numerous radio personalities from various parts of the nation sojourning there, Fred Palmer, manager of KOY, Phoenix, admits that he has been spending more time lately staging his nationally famous mid-desert steak roasts than running his station and the Arizona Network. Guests at the latest such function included Glenn Snyder, manager of WLS, Chicago; Al Hansen, manager of KFBB, Great Falls, Mont.; Jack Laemmar, manager, radio contract department, Blackett-Sample-Hummert, Chicago, and Burridge D. Butler, owner of WLS and KOY.

KOIL, Omaha, has added to its production staff, a 12-piece studio orchestra under direction of Prof. Gary. The band started early in March with two commercial shows—*Yawn Patrol*, early morning quarter-hour sponsored by Evans Laundry and Emerson Saratoga Laundry Omaha, and the half-hour weekly *Musico* show for Falstaff beer.

ADDED revenues during dull January and February local seasons were derived by KELD, El Dorado, Ark., by broadcasting all home high school basketball games as well as four tournaments in South Arkansas and North Louisiana, all sponsored. Waymond Ramsey and Roger Laux handled.

WMAQ, Chicago, has arranged a tie-up with the *Chicago Daily News* to broadcast Illinois primary election results April 9. Special broadcasts throughout the evening will come from the editorial rooms of the newspaper.

CONDUCTED by Carl Vandagrift, originator of the *Views of the Editors* program, WOWO, Fort Wayne, Ind., launched a sequel in *Tri-State News*, a 15-minute weekly roundup of news in the Fort Wayne area, culled from weekly and daily newspapers with their permission. Program is expected to promote relations with the press.

BASEBALL training camp color is transplanted daily to WEMP, Milwaukee, listeners via transcriptions made by Mickey Heath, manager of the Milwaukee Brewers at their Ocala, Fla., base. Interviews with baseball celebreties, latest baseball flashes and a daily award of $5 to the player telling the most humorous baseball anecdote constitute the program. An engraved cup will be given for the best story over the period of a season.

WHIO, Dayton, claims to be the only Ohio station to carry a broadcast from the scene of the March 16 explosion in a coal mine near St. Clairsville, O. Dick Roll, announcer, and Lester Spencer, program director, left for the scene a few minutes after the blast and recorded a 15-minute program. The mobile unit traveled a total of 480 miles.

WOR, Newark, on April 5 will broadcast a special half-hour program from the dedication ceremonies of the industrial recreation center constructed by the Bristol-Myers Co. at Hillside, N. J. Lee Bristol, vice-president and secretary of the company, will act as m.c.

WQXR, New York, on April 1 is raising its commercial spot announcement rate from 33% to 50% because its symphonic musical programs permit the use of only a limited number of such announcements per hour. The base rate will remain at $250 per hour. Evening spots will be $35 as against the former $25, and daytime spots will be $20 instead of $15.

WBIG, Greensboro, N. C., broadcast the third annual Greensboro Golf Tournament at Starmount and Sedgefield Country Clubs. The broadcasts, 15 in number, each for 15 minutes, were sponsored by the Coca Cola Bottling Co.

PANEL discussions of sports by a forum of leading sportswriters is the formula of the WKY, Oklahoma City, daily *Roundtable of Sports* started March 25.

## FORM RADIO CLUB
### Quaker City Social Group on Permanent Basis

FEELING between newspaper and radio men in Philadelphia which resulted when the newspapermen's Pen & Pencil Club black-balled the membership applications of radio men, although many had been admitted to previous membership, resulted in the formation of the Static Club of Philadelphia. Functioning primarily as a social organization comprising program and production directors, news and sports commentators, announcers, publicists and radio editors, an organization meeting on March 20 resulted in the election of the following officers:

Bill Lang, KYW, president; Mort Borow, WPEN, vice-president; Eddie Mayer, WIP, recording secretary; Pat Stanton, WDAS, treasurer; Powers Gouraud, WCAU, chairman of the board of directors, which includes James Allen, WFIL; Joe Hastings, radio columnist; Fred Wood, WIP; and Mort Lawrence, WCAU. Permanent quarters will be established.

NBC's foreign pickups from 29 countries during 1939 totaled an all time high of 760 broadcasts, according to A. A. Schechter, manager of news and special events, the number jumping nearly 200 over the 1938 total of 589 foreign pickups. These pickups do not include those made in United States territories and possessions, nor from Central and South America or Canada. News broadcasts made up 95% of the total, the other including musical programs, holiday events, World's Fair salutes and "on the spot" war broadcasts.

TO COMMEMORATE the 50th anniversary of the Cudahy Packing Co., the company devoted the March 19 broadcast of *Bachelor's Children*, presented serially on CBS, to a dramatization of the development of the American packing industry as it paralleled the growth of the company since its start in 1890.

A SERIES of auditions has been started by Toledo Civic Opera Assn. in collaboration with WSPD, winners to receive four-week contracts to sing in summer operas in which New York professionals will take leading roles.

KWJB, Globe, Ariz., on March 22 dedicated new downtown studios during a statewide salute by the Arizona Broadcasting Co. network, including KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma, KCRJ, Jerome. The station had been staging programs from the transmitter building.


SECOND LARGEST COVERAGE OF ANY CINCINNATI STATION

550 Kc
5000 WATTS DAY
1000 WATTS NIGHT

**WKRC**

CINCINNATI

NATIONAL REPRESENTATIVES
**WEED AND COMPANY**
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO



**WHOM**

BROADCASTS 5½ hrs. daily in Polish to over ½ million Poles — in addition to Italian-German-Yiddish-Spanish.

*Get Details*

JOSEPH LANG, Mgr.
29 W. 57th St. N. Y. City

REPRESENTATIVES of various New York broadcasting stations met on March 15 with the group of Westchester women, who recently instituted the "I'm Not Listening" campaign which seeks to boycott radio programs considered objectionable. Among those speaking in defense of current radio serials at the luncheon meeting in Mt. Vernon were Donald Shaw, executive vice-president of WMCA; Leslie Evan Roberts, a vice-president of WMCA, and Al Simon, publicity director of WHN. Speaking for the women were Mrs. Everett L. Barnard, chairman of the campaign, who reported that the movement had spread to 39 States, and Mrs. Charles M. Phelps Jr. of Bronxville.

TO PROVIDE room for a new directional antenna this summer, a 12½-acre site adjacent to the present transmitter has been purchased by KDYL, Salt Lake City.

A UNIQUE angle was added to the annual Easter sunrise service broadcast from the Grand Canyon's Shrine of the Ages over the Arizona Broadcasting Co. Network, when J. Howard Pyle, KTAR, Phoenix, program director described the rising sun from the floor of the canyon, one mile below the service on the rim.

MBS on April 3 will shift the news broadcasts by John Steele and Waverly Root, the network's London and Paris representatives respectively, from alternate Fridays to an alternate Wednesday schedule, 11:15 to 11:25 p.m., which will continue throughout the spring. Sigrid Schultz, head of the Berlin bureau of the *Chicago Tribune*, continues on MBS alternate Sundays at the same time.

WINNERS of the 26-week search on the fifth series of *Metropolitan Opera Audition of the Air* programs for the best young American talent worthy of a place with the Metropolitan Opera Co. were announced on the March 24 program, sponsored on NBC-Blue by the Sherwin-Williams Co. Miss Eleanor Steber, soprano, and Arthur Kent, baritone, were the winners, each receiving a bronze plaque and $1,000 from George A. Martin, president of Sherwin-Williams. Emery Darcy, tenor, received an Audition Fellowship of $500 as runner-up.

WOR, Newark, on April 3 will take over the *Where Are You From?* series of weekly programs, which have been tested on WQXR, New York. WQXR retains an interest in the program after the move in view of possible sponsorship of the program. Dr. Henry Lee Smith, English lecturer at Columbia U, New York, conducts the program, during which he attempts to tell members of the studio what section of the country they are from after hearing them speak certain key words.

KVOE, Santa Ana, Cal., now located in new offices at 307 N. Broadway, that city, on March 27 held its formal opening with city and county officials attending, and Ernest L. Spencer, general manager, acting as host. Besides many exhibits pertinent to modern radio, guests witnessed the receiving of a television program from WXAO, the Los Angeles telecasting station of Don Lee network, of which KVOE is an affiliate.

AS ITS PART in observing the 12th air anniversary of *Amos 'n' Andy*, WBNS, Columbus, sent a greeting consisting of 2,500 birthday cards signed by Central Ohio listeners.

WKBN, Youngstown, O., has started two new safety campaign programs —the quarter-hour *Backseat Driver* series, under auspices of the American Legion, and safety talks by traffic experts of the Youngstown police department.

WDRC, Hartford, Conn., has been publicly cited by Gov. Baldwin, for its continual policy of highway safety reminders. Short, casual announcements at the conclusion of all programs urge motorists and pedestrians to be cautious.

WBT, Charlotte, N. C., in mid-March claimed a scoop on its coverage of the fire which destroyed an 80-family apartment house, largest blaze in the city's history. The fire started just after midnight when WBT's *Midnight Dancing Party* went on the air. A phone call from an apartment tenant brought WBT announcers to the scene a few minutes after the blaze was discovered, before the fire department arrived. Don Kerr, WBT announcer phoned a running story of the conflagration to the studio from a filling station within sight of the fire, and WBT carried the descriptions at three-minute intervals between recordings on the *Dancing Party* broadcast. First other news did not come until five hours later, with early morning newspaper editions, according to WBT.

SPORT quiz promotion contest on CJLS, Yarmouth, N. S., conducted by Fin Hollinger, station manager, was won by former Toronto footballer, Jim Harnett, whose prize was a trip to his home town to see the playoffs of the Toronto Maple Leafs and Chicago Hawks hockey teams. Hollinger also hails from Toronto, so CJLS was featured by Toronto sport columnists of the daily press.

KFJZ, Fort Worth, Tex., again this season carried the broadcasts of the Fort Worth Cats exhibition games, with Zack Hurt, baseball commentator, handling the play-by-play. The broadcasts, extending from March 23 to April 9, are a buildup for the official opening of the 1940 season, during which KFJZ has exclusive broadcast privileges. The season opens April 12.

ENZO COTRUVO, director of the *Italian Hour* on WGAR, Cleveland, was instrumental in re-uniting a father and son who had not been together in 25 years. Cotruvo received a letter from an Italian woman in a local hospital who asked his help. She explained that she had left her husband and taken their two year old son 25 years before. Now she was eager that the two be united. Cotruvo broadcast the plea and was able to bring the family together again within the week.

TO MAKE way for the erection of a new 11-story office building, WMAZ, Macon, Ga., has moved to temporary studios on the top floor of the Grand Theatre Bldg. Upon completion of the new structure, WMAZ will occupy the top floor.

CKY, Winnipeg, celebrated its 17th birthday March 13, having opened in 1923 as the first government-owned broadcasting station in Canada. The station is still owned by the Manitoba provincial government, but the monopoly which the province held for many years is no longer operative, other stations now being operated in Manitoba province by private enterprise.

WHK, Cleveland, accomplished a novel pickup recently when the Cleveland fire department staged a demonstration race between three old and three new fire trucks along the city's Lake Shore Drive. Announcer Carl Mack boarded one of the trucks with a 10-watt pack transmitter and broadcast a running description of the event, the pack transmitter signals being picked up directly by WHK's Terminal Tower receiver.

FOR THE 16th consecutive year, KECA, Los Angeles, on March 22 presented its annual Good Friday dramatic feature, *The Terrible Meek*, and also for the first time released it to NBC-Blue Pacific network. Written by Charles Rann Kennedy, it was originally intended as a one-act play for three voices to be presented in darkness. Time and place are indefinite, but throughout action is paralleled to the Crucifixion.

PACIFIC Coast intercollegiate ski championships were broadcast for the first time from the Yosemite Valley by KSFO, San Francisco. R. W. Dumm, special events director of the station; John Nelson, announcer; R. V. Howard, technical director, and Clarence Stevens, engineer, conducted the broadcasts three days via KSFO's portable shortwave transmitter.

Better Coverage

Are you getting the coverage to which your location and power entitle you? When you study this question, consider the experience of Blaw-Knox in the broadcasting field, dating back to the beginning of radio. Consider also the unique facilities of Blaw-Knox for designing and fabricating vertical radiators, and the fact the radio engineers the world over turn to Blaw-Knox for high-efficiency equipment of this type. Finally, please remember that Blaw-Knox stands ready to apply its experience and facilities to your problem whenever you say the word.

BLAW-KNOX
DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.
*Offices in principal cities*

Distributor
Graybar
ELECTRIC COMPANY

# Industry Gives FM Views at Hearing

## FCC Hears Witnesses Tell of Advantages, Limitations

(*Continued from page 21*)

of the AM transmitter—a 5 kw. transmitter costing about $20,000 and 1 kw. from $8,500 to $9,500. These prices will drop, he predicted, when volume production is attained. The relatively higher cost of FM receivers, also reflected from limited production, stems from the need for higher range audio and loudspeaker construction, he explained. The present lowest-price console receiver with standard broadcast, shortwave and FM reception, sells for $145, and its selling price will lower materially as production is increased, he said.

Commenting on the price factor of radio in its progressive pioneer stages, Maj. Armstrong cited his experience at the time he introduced his revolutionary superheterodyne receiver. Demonstrating it to a group of engineers representing RCA, Westinghouse and General Electric, he related, the consensus was that although operation was fine, such a set could not be built for commercial markets for less than $400 or $500. At this time (1924) he told them he believed they could build the six-tube receiver for about $200, and finally it was built for $268. At present a six-tube superheterodyne set "infinitely superior" in construction and operation can be bought for as little as $38, he added. During this discussion he exhibited his original commercial model of the superheterodyne receiver, the same one demonstrated to the engineer group.

### *Reviews Cost of Present FM Receivers*

Commenting further on the price factor, Maj. Armstrong declared, "In all my inventions I have made the mistake of estimating the price too high, and it comes back in later years to confound me for lack of vision". As FM broadcasting becomes established, combination sets probably will give way to straight FM receivers, he added.

Queried by Commissioner Brown, he estimated that between 2,000 and 3,000 sets capable of receiving FM signals are now in use, divided quite evenly as to price range from the $145 combination set to a high of about $375. Also available and in use are table model FM sets selling for $69.50 and up, he stated. These are constructed so that the receiver's detector circuit can be plugged into a console speaker on an AM set and operating by themselves they can give high-fidelity reception, he explained, although quality of reception is limited because of the small-size speaker in the small cabinet. He agreed with an observation by Commissioner Craven that size is a great factor in any audio system and that size of the receiving set imposes limitations in either AM or FM construction.

"From all my experience I have found that a receiver will be supplied which will sell for a price the public is willing to pay," he commented.

Going into the Armstrong patent holdings, three exhibits—blank license agreements for operating an FM transmitter employing the Armstrong method, and license agreements for construction of transmitters and receivers — were introduced by Counsel Lohnes. The exhibits listed 15 FM patents held by Maj. Armstrong and set forth the respective rights conveyed in the licensing agreements. The transmitter operation agreement also listed royalties to be paid at time of purchase, for use of transmitters under Armstrong FM patents—$300 for transmitters with operating power of 250 watts or less, $500 for 1 kw., $750 for 2 kw., $1,250 for 5 kw., $2,000 for 10 kw., $3,000 for 20 kw., $3,750 for 30 kw., $4,500 for 40 kw., $5,000 for 50 kw. and $50 for each additional kw.

### *Tells of Earnings From Prior Inventions*

Questioned on incidental phases of his licensing procedure, Maj. Armstrong explained that licenses for using his FM system were available to any operator licensed for FM by the FCC. Transmitter manufacturers have been more or less hand picked for licensing, he brought out, explaining that he carefully considered their technical skill and facilities. At present three manufacturers are licensed, he said —General Electric, Western Electric and Radio Engineering Laboratories—adding that he had "no doubt" that all manufacturers now in the broadcast field will be licensed eventually.

Asked specifically about Philco and RCA, he commented that Philco was not licensed, and as for RCA he was "not sure whether RCA's participation in FM may be considered an application or not". In certain cases, he explained, provision has been made for manufacturers to hold back a portion of the royalties on condition these funds be plowed back into FM research.

Asked by Counsel Lohnes for a capitulation of his earnings from his three early major inventions, Maj. Armstrong stated that the patent rights for the regenerative circuit and the superheterodyne circuit had been sold at the same time for a total of $330,000 while the super-regenerative circuit patents had been sold several years later for $425,000. As against this direct income from these three inventions, he estimated he has put between $700,000 and $800,000 of his personal funds into the development of his FM system.

INVENTOR of FM is Maj. Edwin H. Armstrong, shown as he opened the hearings before the FCC March 18. What was to have been his two hour presentation resulted in a two-day appearance covering virtually all phases of broadcast allocations, economics and science.

Asked by the chair if he planned to sell his FM patents as he had the others, he stated flatly that he did not intend to do so, but rather would issue licenses to capable operators, believing that the art would develop faster in this manner. He has made no effort to buy other patents in the FM field, he stated, but operators holding Armstrong licenses will be fully protected in the matter of newly-patented improvements, he assured the FCC.

Asked by Commissioner Craven whether authorization of narrow-band rather than wide-band operation would nullify his patents, Maj. Armstrong commented that if there is noise reduction in narrow-band operation "coming under the teachings" of the basic FM patents, then a narrow-band system also would be subject to the Armstrong patents.

Going into the corollary equipment necessary for good FM reception, Maj. Armstrong stated that although no complicated receiving antenna was needed, use of a double di-pole antenna will add materially to the scope of reception. He pointed out that directional characteristics of such an antenna would permit wider selectivity of stations as well as reception of weaker signals.

### *Craven Interested In National Allocations*

Explaining that he was endeavoring to get a more concrete idea of Maj. Armstrong's allocation recommendations, Commissioner Craven passed him a pair of charts prepared by the FCC engineering department showing a prospective allocating of three 50 kw. FM stations on two channels and 25 1 kw. stations on two other channels covering the New England area.

Asked whether this fit into his previous statement that "hundreds" of low-power stations with "definitely circumscribed" service areas could operate on the same frequency and give a wide aggregate broadcast service, Maj. Armstrong protested that the specimen allocations were premised purely on geography and that he could not give any meaning answer to such a question until he had an opportunity to study the situation from its varied aspects.

He pointed out that allocation on a geographic basis did not amount to much, since it disregarded such important factors as topography, and stated that although conductivity was not a particularly important consideration for FM, there was a great difference between a transmitter located on a mountain top and one located atop a 200 or 300-foot building in the center of a city when FM is concerned.

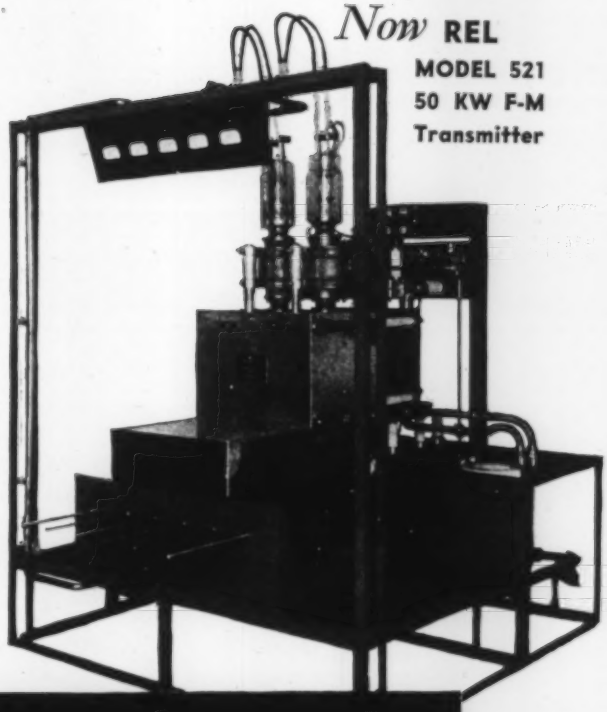
Asked by Commissioner Craven about FM's capabilities in conserving frequency space Maj. Armstrong pointed out that he foresees multiplexing and binaural transmission on FM frequencies, and also that despite the 200 kc. separation in FM channels, the wide band actually occupies only ¼ of 1% of the total band, while in the standard broadcast frequencies a single station's signal, with a swing of 5,000 to 6,000 cycles, occupies about 2% of total band.

FM's application to television de-

### Another Section of the Audience at FM Hearings

# FREQUENCY MODULATION

## (ARMSTRONG SYSTEM)



*Now* **REL**
**MODEL 521**
**50 KW F-M**
**Transmitter**

## First to Develop

Original equipment at W2AG (Yonkers, N. Y.) and at W2XMN (Alpine, N. J.) was developed at REL in collaboration with the inventor, Major E. H. Armstrong.

## First to Produce

F-M Equipment for the following:

| | |
|---|---|
| 15 W Portable Mobile Transmitter. | 1000 W High Fidelity Broadcast Transmitter. |
| 50 W Portable Broadcast Relay. | 2000 W High Fidelity Broadcast Transmitter. |
| 50 W High-Fidelity Studio-Station Relay. | 5000 W High Fidelity Broadcast Transmitter. |
| 200 W High-Fidelity Studio-Station Relay. | 50000 W High Fidelity Broadcast Transmitter. |

## Now in Daily Service

REL F-M Transmitters are no longer in the experimental stage, as proved by the following list of stations which are now servicing the public daily:

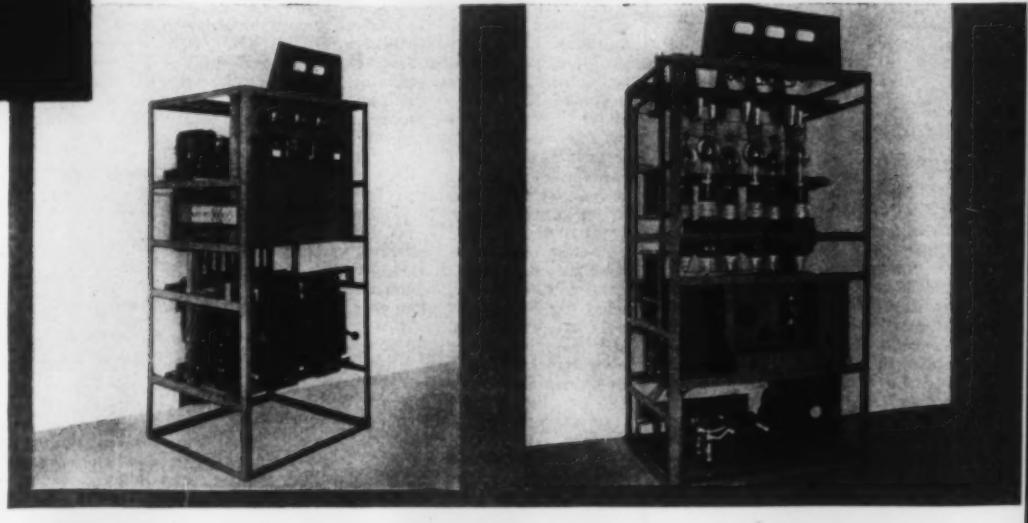
| STATION | LOCATION | OWNED BY |
|---|---|---|
| W2XMN | Alpine, N. J. | Maj. E. H. Armstrong |
| W2XAG | Yonkers, N. Y. | C. R. Runyon, Jr. |
| W1XOJ | Paxton, Mass. | Yankee Network |
| WEOD | Boston, Mass. | Yankee Network |
| W3XO | Washington, D. C. | Jansky & Bailey |
| W8XVB | Rochester, N. Y. | Stromberg-Carlson |
| W2XQR | Long Island City, N. Y. | J. V. C. Hogan |
| W9XAO | Milwaukee, Wisc. | The Journal Company |
| W8XAD | Rochester, N. Y. | WHEC, Inc. |
| W2XOR | Newark, N. J. | Bamberger Broadcast Service |

and the following are now being built by REL:

| STATION | LOCATION | OWNED BY |
|---|---|---|
| WGAN | Portland, Me. | The Portland Broadcast. Sys. Inc. |
| W8XWJ | Detroit, Mich. | The Evening News Ass'n. |

A large percentage of the construction permits now on file with the FCC calling for F-M equipment specify REL transmitters.

We invite engineers and executives to profit from our experience as the pioneer builders of successful F-M Transmitters.



Various components of the REL 50 KW F-M Transmitter are here illustrated.

Above—top—shows the power amplifier unit before it is mounted in its shielded room. Immediately beneath is the central control desk, which contains all monitoring equipment.

*To the right*—
1st—Power control.
Next—Rectifier Unit.

These units are only part of the complete station. All units are assembled in a building particularly designed for the purpose.

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pends largely on the attention given it by developmental engineers, he commented. However, its first application has been in point-to-point relay, as he predicted in 1936 he stated.

### *Receiver Design Well Advanced, He Says*

Most FM receiver design problems have been met, and present receivers are capable of giving first-class service, although further improvements are likely to come, he said. He emphasized that manufacturers in bringing out the first FM sets had equipped them with audio and reproduction facilities capable of yielding the greatest benefits of FM transmission. He commented further that the industry is "on the verge of the greatest development in radio art, from a production standpoint".

FM can be applied readily to educational stations operating above 25 mc., he stated. Since these stations immediately face a receiver problem, even with AM operation, the transmitters could be converted to FM and the stations would get a ready-made FM audience, he explained. Applied to police radio, frequency space savings effected in cities probably would be eaten up as radio service was extended to the state police systems, he said.

Under cross-examination by Lieut. Jett, FCC chief engineer, Maj. Armstrong reiterated that because of bad skywave reflections in the 27-28 mc. band, he had focused his experiments on operation in frequencies above 40 mc. Mr. Jett then asked for his comment on the proposition that if 440 local stations operate, as they do, on six channels in the standard broadcast band (an average of 73 stations per channel), and if 42-44 mc. were assigned to FM operation, then at least 730 stations, and probably more because of FM characteristics, could be accommodated in these 10 FM channels.

As a geographic allocation this would be true, but the service areas in the latter case should not be cramped like the present local stations operating on AM, Maj. Armstrong cautioned. In order to give as wide a service as possible, he reiterated, two types of FM stations must be used, and the 50 kw. stations designed to serve wide areas could not be operated without more channels.

### *High-Fidelity Standard Brings Varying Views*

This observation caused Chairman Fly to point to the "embarrassment of squeezing other services" for FM, which on the one hand is advanced as a means of saving ether space by allowing hundreds of stations to operate on a single frequency and on the other hand needs more and more space.

"There is no doubt that FM will relieve the congestion in the present broadcast band," Maj. Armstrong declared, adding that although he didn't know just when, he expected it "before long". However, if FM is to accomplish rural coverage to any extent, it will be necessary to have a substantial number of 50 kw. stations, not duplicated within 300 miles, he added.

A discussion of what constitutes high-fidelity was precipitated by Chief Engineer Jett in pursuing his cross-examination of Maj. Armstrong. Whereas the inventor had selected 15,000 cycles for high-fidelity, Lieut. Jett inquired whether 10,000 or perhaps 11,000 might not suffice and still afford greater fidelity than now available. Maj. Armstrong said there was a great deal of conflict regarding high-fidelity and that he felt 15,000 cycles is desirable to give greatest "naturalness" to reception.

**FOR THE GOVERNMENT** at the counsel table were heads of both the FCC engineering and law departments, flanked by aids (l to r) Andrew D. Ring, assistant chief engineer; Lieut. E. K. Jett, chief engineer; William H. Bauer, attorney; William J. Dempsey, general counsel, and Dr. L. P. Wheeler, technical information director.

Presumably aiming his questions at possible reduction of the 200 kc. band width urged by Maj. Armstrong, Lieut. Jett suggested that perhaps tests first should be undertaken to determine the necessary band widths for so-called high fidelity. Commissioner Craven observed that 8,000 cycles is the "top level" insofar as the auditory appreciation of the average person is concerned.

The effect of multiplexing facsimile on the same channel as FM is an increase in the signal to noise ratio, Maj. Armstrong said in replying to Lieut. Jett. He pointed out that only 10 kc. of the 200 kc. band is used for facsimile.

### *Orderly Licensing Necessary, Says Fly*

When Lieut. Jett raised the question of use of ultra-high frequency channels for network relays of FM, Maj. Armstrong said he had not gone into local programming problems which might be created by such a relay process. Lieut. Jett inquired how relay stations could provide local programs, as is done in the case of affiliates of established networks. Maj. Armstrong concluded that for purely local broadcasting he would prefer a separate service, admitting that more frequencies would be required but pointing out that in the upper reaches of the ultra-high band (above 130,000 kc.) which would be used for FM relay, plenty of channels are available.

FM could be adapted for regional network relays and a number of broadcasters have inquired about the possibility of lining up four or five stations in such regional groups, Maj. Armstrong asserted. He pointed out that the Yankee Network is now using an FM relay between Boston and Paxton experimentally with little difficulty.

Some confusion developed when Commissioner Craven and Lieut. Jett sought to ascertain just how a national type of service would be provided under two separate systems, as proposed by the noted inventor. They wanted to ascertain whether high or low-power stations should be used on the proposed network relays and the Major said he would not want "a lot of low power stations" making up the networks.

As the cross-fire reached high pitch, Maj. Armstrong stated that in his judgment the question boiled down to the allocation of an adequate number of channels for FM and that then "all the problems would disappear". Chairman Fly, however, said that nothing could be gained by "disorganized methods of licensing" and that the Commission would have to develop an orderly procedure.

Maj. Armstrong said that the conflict is between FM broadcasters and the "large block of assignments" to television. He asserted television is not ready for the public whereas FM is ready. Commissioner Craven, however, observed that Maj. Armstrong made such a statement regarding television when he previously had testified he had not seen television in two years.

Returning to multiplexing of facsimile with FM, Maj. Armstrong said replying to Commissioner Craven that if both the transmitter and the receiver are properly designed there would be no serious effect upon the FM transmission.

Cross-examined by William H. Bauer, FCC attorney, regarding the FM patent structure, Maj. Armstrong said he would receive royalties under his arrangement both from transmitter and receiver manufacturers. He said he understood RCA has two patents for narrow band FM but he described it as the "old type". Principal holders of FM patents, aside from himself, Maj. Armstrong said, include Hazeltine, RCA, AT&T, Westinghouse and General Electric.

### *CBS Urges Preference For Video Service*

Maj. Armstrong completed 8½ hours of testimony just prior to the afternoon recess March 19. He had intended appearing for about four hours, and contemplated testimony of two other witnesses in his behalf. The other witnesses were not called, however.

CBS did the unexpected when Paul A. Porter, Wahington counsel, advised the Commission March 19 upon completion of the Armstrong case, that no testimony would be offered on behalf of the network unless subsequent developments made it desirable. He pointed out that CBS has two FM applications pending, (New York City and Minneapolis) but that the network feels "preference should be given to the new service of television and not to another aural service". He asked the right to file a statement, if it became necessary.

Appearing without counsel, Everett L. Dillard, owner of the Commercial Radio Equipment Co. of Kansas City, manufacturer of specialized radio equipment and specialist in monitoring and allocations work, as well as operator of W9XA, high-frequency amplitude modulated station, told of the results of that experimental operation. While he had no practical experience with FM operation, he said he had concluded that AM operation is less satisfactory than FM and that he could not see how any harm would be done today by abolishing AM operation in the high-frequencies.

Expressing complete faith in the high-frequency range for broadcasting, he said the results of his own experiments indicated that a service of quality equal to standard broadcasting can be provided in those ranges. The biggest obstacle today to ultra-high frequency broadcasting, particularly AM, is lack of receivers capable of picking up such transmissions, attributable to the lack of interest of the public in listening to such broadcasts, he said. Duplication of programs transmitted by other stations is not the answer to this problem, he continued. To specialize the higher frequencies, he said, it is necessary to conduct a distinctly different type of program service and one that is not duplicated elsewhere.

### *Problem of Automotive Noises Is Considered*

Based on his observations, Mr. Dillard said that a signal to noise ratio of 35 to 1 is necessary to provide an interference-free service in downtown areas. A satisfactory signal can be procured at a 30 to 1 ratio, he declared. He emphasized his testimony related only to AM rather than FM.

Mr. Dillard stressed the need for suppression of noise created by automobile ignition systems. He urged that the FCC take steps to bring about cooperation of the automotive industry in suppressing ignition noises, pointing out that a very inexpensive suppressor can be employed, costing only about 10 cents per car.

Because of the absence of static, even during heavy thunderstorms, Mr. Dillard said it was his belief that standard broadcast stations would be glad to move into the ultra-high frequencies. He urged that horizontal, as opposed to vertical polarization, be employed in the ultra-high frequencies as a means of eliminating serious interference sources.

Mr. Dillard suggested the FCC revise its allocation policies. Pointing out that all services want continuous bands in the ultra-highs, he said that until this is done the public will never get what it wants. He urged the Commission to cease parceling off small sections of the spectrum and sandwiching in other services. He suggested that the range 41-44 megacycles be staked

off exclusively for aural entertainment broadcasting. That would greatly simplify receiver construction, he declared.

Asked by Chairman Fly why he favored FM over AM, Mr. Dillard said that so far as quality is concerned, he felt it is possible to procure just as good AM as FM signals. The only reason he favored FM, he said, is because less noise can be delivered under the Armtrong system with a more satisfactory signal. His main thought, he said, was to give the public one system and not a combination of two. He said he saw no particular advantage in duplexing other services, such as facsimile, on the same band.

### *Shepard Recites Events in FMBI Formation*

Leading off as the first of 11 witnesses for FM Broadcasters Inc., John Shepard 3d, president of Yankee Network and head of the FM organization, took the stand to open the March 20 session. Under questioning by Philip G. Loucks, chief counsel for the group and former NAB managing director, he briefly reviewed his experience as an operator and leading industry figure and developed a resume of Yankee Network's participation in the experimental operation.

Yankee Network, in addition to WNAC and WAAB, Boston, WEAN, Providence, and WICC, Bridgeport, owns and operates W1XER, 500-watt high frequency AM station, W1XOJ, potential 50 kw. FM transmitter, and WEOD, 250-watt FM relay transmitter, all located in the Boston region, Mr. Shepard stated.

Reviewing the formation of FM Broadcasters Inc., which he described as a non-profit corporation, he said notices were sent in December, 1939, to all FM operators, grantees and applicants that a meeting was to be held in New York Jan. 5, to evolve a group stand on FM matters. The organization was incorporated following the meeting, attended by representatives of from 85 to 90% of the prospective FM operators at the time. A list of 55 members of the group, as of March 18, was entered as an exhibit. He added that a total of 89 were eligible for membership.

Mr. Shepard individually amplified a series of 11 resolutions adopted by FM Broadcasters at the Jan. 5 meeting and ratified at the organization's first annual meeting, held March 17. These also were entered in the record as an exhibit.

### *Eleven-Point Program Reviewed by Shepard*

The first resolution requested the granting of regular, instead of experimental, licenses for FM operation. Mr. Shepard stated that the group believes FM can furnish a regular broadcasting service equaling or bettering the present service on the standard broadcast band. Pointing out that broadcasting in the standard band could not have developed to its present stage had it been limited to experimental operation, he declared all the organization asked was that FM in the ultra-highs be given the same advantages as AM had been given in the standard band.

Mr. Shepard pointed to the regular operation of W1XOJ, Yankee's FM station, on an 8 a.m.-to-midnight schedule as an illustration of practical operation, but noted that "some prospect of commercial return is necessary for full development of FM broadcasting". Although improvements can be expected in FM operation, he declared, there was "no need for further experimentation" before putting FM on a regular operation basis. Under the present experimental status, he observed, the large majority of FM applicants are established operators and larger groups with financial resources sufficient to enable them to operate FM experimentally, while the experimental restriction tends to exclude the smaller operators.

Other resolutions recommended raising the power limitation from 1 kw. to 50 kw.; a minimum separation of 200 kc. between adjacent FM channels as "essential in order to accommodate facsimile by multiplex transmission and because narrow-band transmission may be carried on within such channels (while wide-band could not if narrow channels were set by the FCC)"; more than five adjacent channels as "essential" for FM.

### *Suggests Educational Stations Use FM*

The fifth resolution recommended allocating the 41-44 mc. band to FM stations, with facsimile broadcasting using FM on frequencies coordinated with sound broadcasting, and giving "due consideration to educational and facsimile transmission". The last point elicited the query from Commissioner Craven whether FM Broadcasters meant to take away the 41-42 mc. band from educational stations and give it to FM operators, and whether the proposal called for a shift of educational facilities to other frequencies. Mr. Shepard explained it did not mean depriving educational facilities but visioned a switch of educational stations from AM to FM, operating on that band. He said if educational stations were to use FM, they would give a better service and achieve a wider coverage.

The sixth resolution, recommending allocation of the 26 mc. band, now assigned to FM, to other services, was explained by Mr. Shepard as a step toward simplifying the prospective receiver design problem. He argued that from the receiver standpoint, FM should be developed on adjacent channels.

The seventh resolution provided: "In our judgment 15 channels will not prove sufficient for the needs

## MEMBERSHIP OF FM
### List Is Presented to FCC at Hearing by Shepard

FM BROADCASTERS Inc., nonprofit corporation formed by FM operators and applicants, has a membership totaling 55 a little more than two months after its organization early in January, according to the testimony of John Shepard 3d, president of the group and Yankee Network head, at the FCC's FM hearings March 20. Entering a list of the 55 members as of March 18 when the hearing opened, Mr. Shepard commented that at present a total of 89 operators and applicants are eligible for membership, which is open to FM licensees or applicants.

The membership, as listed by Mr. Shepard, includes:

Licensees of the following stations: WLAP, Lexington, Ky.; WOR, Newark; WEEI, Boston; WHO-WOC, Des Moines - Davenport; WSYR and WFBL, Syracuse; WPRO and WJAR, Providence; WKRC, Cincinnati; WLW-WSAI, Cincinnati; WSAR, Fall River, Mass.; WJR, WWJ and WJBK, Detroit; WGY, Schenectady; WOV and WHN, New York; WEBC, Duluth; WQXR, New York; WNBF, Binghamton, N. Y.; WTMJ, Milwaukee; WJHP, Jacksonville; KMBC, Kansas City; WMBI, Chicago; WSM, Nashville; WBIG, Greensboro; WHBC, Canton, O.; WIP, Philadelphia; WGAN, Portland, Me.; WGBI, Scranton, Pa.; WHAM and WHEC, Rochester; WTIC, Hartford; WBNS, Columbus; WGN and WJJD, Chicago; WIBX, Utica, N. Y.; WOKO, Albany; WTAG, Worcester; WPTF, Raleigh.

In addition, the following persons and companies, some of them broadcast station licensees and some licenses of or applicants for FM [BROADCASTING, March 15], are members: William G. H. Finch, New York; Frequency Broadcasting Corp., New York; General Electric Co., Schenectady; Jansky & Bailey, Washington; McNary & Chambers, Washington; Muzak Corp., New York; National Broadcasting Co., New York; Jerome Raymond Popkin-Clurman, Philadelphia; Carman R. Runyon, Yonkers, N. Y.; Stromberg-Carlson Telephone Mfg. Co.; Yankee Network; World Broadcasting System, Zenith Radio Corp.


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of FM, and immediate provision should be made which will insure the availability of additional channels in the near future, and that from the point of view of receiver design, the additional channels should be as nearly adjacent to the 41-44 mc. band as possible" without injuring other services. Responding briefly to queries on this observation, Mr. Shepard commented that if FM is allowed to go ahead on 10 commercial and five educational channels, "public acceptance will prove the need for additional channels".

The eighth and ninth recommended separation distances for stations on the same and adjacent channels for varying power, and setting "an established policy" of permitting rebroadcasts between stations subject only to permission of originating stations, as is the rule in the regular broadcast band.

### *Favors Policy Of Relay Stations*

The tenth resolution, requesting the FCC to set "an established policy" of permitting relay stations on FM brought intensive questioning from Chairman Fly and other Commissioners. Pointing to the peculiar need for locating FM transmitters to take advantage of high spots in the terrain, often at inaccessible locations not served by telephone lines, Mr. Shepard said the transmission problem could be best solved by setting up low-power relay stations, using about 250 watts power and operating on frequencies above 130 mc., beamed at the high-power transmitter.

Asked by Commissioner Craven who would foot the bill for a network of relay stations, presumably established to widen coverage, Mr. Shepard explained that a network such as NBC or CBS, if relieved from the payment of line charges, could pay the construction and operating costs of a relay system, while a mutual organization such as MBS could apportion the cost as it does at present with line charges. Although no such plan has been definitely worked out "beyond the conversation point", he said the relay system would develop if the FCC "established the policy" of granting permission. He pointed out that no wires are used between the Boston studios and the W1XOJ transmitter, 43 miles away—only the 250-watt WEOD as a beamed relay.

The final resolution reiterated the recommendation that provision be made in the FM band so as not to exclude educational and facsimile transmission, the latter either on multiplex or simplex transmission.

Concluding his discussion of FM Broadcasters from an organizational standpoint, Mr. Shepard reviewed the membership of the engineering committee of the organization, entering the list in the record.

### *Claims Superior Service Via FM*

Relating his experiences as a regular FM listener during W1XOJ's operation the last seven months, Mr. Shepard observed that after listening to an FM broadcast for two or three hours nightly and then switching to AM reception "you realize you have been listening to something startlingly natural" and get the impression that AM reception and reproduction is "mechanical". Remarking on the superior service characteristics of FM, he continued that "par for par, height for height, it is impossible to get the same coverage on the ultra-highs with AM as with FM". Specifically, he added, AM transmission does not reduce static in the ultra-highs as does FM.

Except for spots in Northern Vermont and Southern Connecticut, he estimated that rural New England could be effectively covered with a 50 kw. station at Paxton, such as W1XOJ, and a 5 kw. transmitter at Mt. Washington, location of W1XER. In his coverage estimate he inferred the use of superpower AM transmitters that would furnish supplementary signals to inaccessible points.

Although it will take some time for commercial programs to reach FM station's schedules, since an audience must be built to attract advertisers, he commented that eventually he sees FM replacing AM and operators using only FM transmitters. He indicated that he foresaw a transition period of "roughly 10 years", during which the FM audience would constantly increase and the AM audience tend to shrink, and at the end of which the advertiser would be reaching the same markets as now.

During this period the station operator probably will use both AM and FM to maintain an aggregate audience attractive to advertisers, he commented, adding that it would be practical to use the two systems together until almost a 100% replacement of AM sets is achieved. In the normal course of events about 10% of the outstanding receivers are replaced annually, he also pointed out, and where FM service is available, this 10% and others likely will obtain straight FM or combination sets. This combination operation would increase the cost to the station operator, he admitted, but not 100%, since only the final stage — transmission— would be duplicated.

### *Favors Separate Programs for FM*

Duplication of standard broadcast programs for FM transmission should not be permitted, Mr. Shepard commented, but individual program development for FM should be encouraged. If FM is given the green light, W1XOJ probably would extend its schedule from 8 a. m. to midnight to 6:30 a. m. to 1 a. m., he indicated.

Responding to an inquiry by Commissioner Craven, he explained that although FM should not necessarily have preference over other services in allocation matters, keeping FM allocations compact would be a practical treatment of the receiver problem. So far as other services are concerned, he commented, they may well find they can operate on higher frequencies. However, pushing FM bodily into higher frequencies would retard FM development at least "a year or two", he estimated. Also, he added, putting any "straightjacket" on FM programs would retard development, and the same program freedom should be allowed FM as in the standard broadcast band.

Cross-examined by Mr. Jett, the Yankee president emphasized that he did not advocate FM relay allocations below 132 mc. He did advocate that FM be allowed to develop, insofar as allocations are concerned, independently of the present broadcast service reflected in standard band allocations. At this Chairman Fly declared, "It seems to me all your recommendations are for complete freedom—freedom to do all the good things as well as all the bad things on the standard broadcast band". The chairman then repeated his desire to have FM Broadcasters submit a definite allocation plan.

**SCIENTIFIC** aspects of FM coverage are discussed at length on the stand by Dr. Greenleaf Whittier Pickard, consulting engineer for FM Broadcasters Inc. Dr. Pickard is one of American radio's venerable pioneers. Inventor of many devices, he is perhaps best known for his development of the crystal detector.

At this point Mr. Bauer, FCC attorney, introduced a series of four FCC exhibits—a summary of pending high-frequency broadcast applications, a list of high-frequency stations licensed as of March 12, a compilation of rules governing broadcast services other than standard broadcast and extracts from these rules giving frequencies allocated for various classes of stations.

### *Pickard Tells of Noise Studies*

Mr. Shepard concluded his appearance with cross-examination by Frank W. Wozencraft, RCA counsel. He stated that he believed better results would come from use of 15 channels of 200 kc. than 30 channels 100 kc. wide. Carried into the FM-facsimile field under Mr. Wozencraft's questioning, Mr. Shepard said he could not say that all FM licensees would carry on facsimile in conjunction with their FM operations. Asked if operators not including facsimile should be given the full 200 kc. assignment when it might be shown that they would only need 185 kc. without facsimile, he declared they should be allowed to develop on the basis of a 200 kc. band, although if it was later determined that the full space was not needed, the residue could be used in another manner. FM licenses should be available both to established broadcast operators as well as to new parties, he declared, without preference.

Appearing as the second witness for FM Broadcasters, Dr. Greenleaf Whittier Pickard, noted radio pioneer and consulting engineer of Yankee Network, reviewed the results of comparative AM-FM noise studies during the last two years. From his experience in these tests, he indicated, the FM signal, where FM service is available, regularly is better than the standard broadcast signal. He cited as a specific instance the reception at his home, at Seabrook Beach, N. H., approximately 35 miles north of Boston.

As for standard broadcast reception, he said it was not only difficult to tune in AM signals—from regional and clear channel stations alike—because of excessive adjacent channel interference, but once the signal was tuned it was weak at best. He related how he had measured an AM signal received at his home at a strength of 1 millivolt per meter. Switching to and FM receiver, he said he received a signal of 50 to 60 microvolts per meter, free from interference. The AM transmitter was located about 40 miles away, he stated, while the FM signal came from W1XOJ, 67.5 miles away.

### *Describes Characteristics Of Ultra-High Signals*

Under cross-examination, Dr. Pickard explained that exactly opposite types of locations are recommended for AM stations, as against standard broadcast stations. Whereas the standard stations derive maximum propagation from low swampy grounds, ultra-high frequency stations find high mountains ideal because of the line-of-sight characteristics.

Questioned by RCA Counsel Wozencraft, Dr. Pickard said that under present manufacturing technique, the effort is to "pre-emphasize" signals at the transmitter and "de-emphasize" them at the receiver. He asserted that static is less in the ultra-highs than at lower frequencies, though still present. One reason for the popular misconception regarding static, he said, is that the super-regenerative receiver "shushes" the static. Ultra-high transmission is superior, he declared, because of the lesser channel and adjacent channel interference. FM has the advantage of separating noise from the reception, he declared, though there is apt to be more man-made than static noise, such as that caused by automobile ignition systems.

When Commissioner Craven inquired regarding the results of the Alpine experiments, during which two FM stations operated from approximately the same location and could be separated on the receiver, Dr. Pickard said he felt it was possible to put two high-power stations in the same city on adjacent channels with no interference. In standard broadcast operation, a frequency separation of at least 50 kc. is required in the same metropolitan area. Dr. Pickard pointed out that his listening operations were made under very unfavorable conditions, from roadside locations and with a short antenna.

### *Martino Tells of Hartford Operation*

Italo Martino, chief engineer of WDRC, Hartford, which operates FM station W1XPW, reported on a coverage survey of that station. The substance of his testimony was that FM reception at varying locations was far superior to that of standard AM stations in the area,

despite the fact that W1XPW used only 1,000 watts output.

His survey covered the entire State of Connecticut, he said, and as a result of these tests the conclusion was reached that a field intensity of about 10 microvolts per meter is required to produce satisfactory service in quiet rural districts. In the majority of cases, even with noise present, an intensity of 50 to 60 microvolts results in perfect reception. In very noisy locations, an intensity of 250 microvolts was found necessary to completely suppress noise.

His survey showed that in general, he concluded, that good reception from W1XPW can be expected in most points in Connecticut except noisy localities where the field intensity falls to a low value, despite the very rugged terrain. Additional power above 1,000 watts would be required to serve satisfactorily certain sections where the signal is weak due to shielding by hills and high elevations, he said, pointing out that all such measurements were made in daylight hours.

### *Wisconsin Propagation Explained by Gallerup*

Dan W. Gallerup, chief engineer of WTMJ, Milwaukee, which operates W9XAO with 1,000 watts on 42.6 mc., gave a similar report on propagation of that station. Generally, he said, the results based on his observations revealed a very good signal with no noise. He described the FM signal as superior to that of standard broadcast stations in observations throughout the State. Because of the detailed nature of the technical exhibit introduced by Mr. Gallerup, FCC Chief Engineer Jett asked for an opportunity to study the data, after which he desired to cross examine Mr. Gallerup at length.

### *Channel Desirability Explained by Pickard*

Recalled by Chairman Fly at the opening of the March 21 session, Dr. Pickard for one hour answered questions put to him by the chair and Chief Engineer Jett, hinging on the relative desirability of various ultra-high frequency channels. Commenting on the propagation characteristics of the 26 mc. band, as deduced from his experiments, Dr. Pickard stated these characteristics were not unlike those of the amateur 10-meter band or channels in the 40-50 mc. band, except that diffusion characteristics are such that groundwave "shadows" caused by hills or other obstructions are "not so black". He noted also that the lower frequencies yielded more static, and that they probably could best be used by some special service such as forestry, police or aviation.

Allocating FM operation on the 26 mc. band and also in the 40's would be a "bother" to the listener in making him shift from band-to-band in tuning, he stated. A similar problem, from the allocation standpoint, must be faced in considering television allocations, he added. While the low 40's are a good place for FM, he continued, they are a poor location for AM, which should operate in the higher ultra-highs.

Asked by Lieut. Jett why frequencies in the 25-27 mc. band should be assigned services like forestry and police, Dr. Pickard stated that these services are less critical and hence could better use them than regular broadcasters.

### *Noble Tells How FM Is 'Superior'*

Prof. Daniel E. Noble, assistant professor of engineering of Connecticut State College, followed Dr. Pickard to the stand. He told how, after becoming interested in the Armstrong FM system several years ago, he designed and built an experimental transmitter at Storrs, Conn. Later, as consultant of WDRC, Hartford, and W1XPW, he designed and supervised construction of the W1XPW transmitter on Meriden Mountain, he added, and is at present designing a second transmitter in the Storrs area.

Based on home listening, using a field test receiver developed by Maj. Armstrong and an antenna consisting merely of a short length of lamp cord draped over the venetian blinds in the house, located about 40 miles from both the Paxton and Meriden Mountain transmitters, he said "an excellent broadcast service" was receivable from both W1XPW and W1XOJ, with a field strength ranging from 18 to 34 microvolts per meter. His observations were based on a six-month comparison of quality and noise reduction, he explained, with signals of the FM stations compared with those of WDRC, about 25 miles distant, and other AM stations.

"Definitely more pleasant to listen to," he said the FM signals were superior both from a standpoint of noise level and fidelity to either 50 kw. or 5 kw. signals received. Considering method of modulation and disregarding band width, AM can attain high-fidelity, he admitted, but "it is the hard way to do it". Queried along this line by RCA Counsel Wozencraft, he said that although it would not be particularly difficult to develop an AM audio range of 15,000 cycles, FM through circuit design can readily reduce audio distortion, which could be done only "with greater complication" in AM.

### *Reception Studies Analyzed by Sise*

Further testimony on FM reception characteristics was supplied by Albert F. Sise, of Wellesley, Mass., Yankee Network supervising engineer, who presented field strength measurements made for W1XOJ and W2XMN. FM service, both locally and afield, was "vastly superior", he stated. Citing comparative home reception of W1XOJ, 35 miles away, and a 50-kw. station 10 miles distant, he said W1XOJ reception was "practically perfect" while the AM signal was adequate "but not as good". Telling of a visit with friends in rural Vermont, 100 miles from Paxton, he said he received on a regular FM set he had taken along "infinitely better service" than had been available in that region before.

Comparing AM and FM reception in the ultra-highs, Mr. Sise said he had listened to signals of W1XER, Yankee high-frequency AM station, and two other high-frequency transmitters of low power, and over a long period of listening all had yielded objectionable static. There had been none in all the FM listening he has done during the last year, he added.

### *Levy Compares Wide And Narrow Bands*

Morris Levy, supervising engineer of Stromberg-Carlson, described a comparative study of the merits of wide-band and narrow-band FM transmission conducted under his supervision. Four special receivers were used, he stated, one built for a 30 kc. swing on a 40 kc. band, the second for 60 on 80, 120 on 160 and 150 on 200.

Under cross-examination, Mr. Levy agreed that FM is superior to AM even in narrow-band transmission with a 30 kc. swing. He declared that if the swing is reduced, the amount of noise received will increase. Much work remains to be done in studio, microphone and other technical fields to reduce background noise, he added.

Particular mention was made by Mr. Levy of the "drift" problem, encompassing gradual shifts in transmitting frequency both on the transmission and reception ends. Much more research is required in this field, but he predicted that with a good receiver and further study the problem can be met.

Replying to Lieut. Jett, Mr. Levy declared that the 200 kc. FM band, using a swing of 150 kc., has an advantage of about 5 to 1 over the 40 kc. band, having a swing of 30 kc. He predicted that receiver costs ultimately could be brought down to $150 for high quality and possibly less than $100 for average receivers.

Cross-examination of witnesses by RCA Counsel Wozencraft became more intense as the hearing proceeded. He questioned Mr. Levy closely regarding his comments on modes of transmission, and when the witness asserted he was not thoroughly familiar with binaural transmissions, involving superimposing of a second aural carrier on the same channel, Mr. Wozencraft questioned him regarding the competence of his testimony along that line.

### *Fly Calls for FM Allocation Program*

Upon completion of Mr. Levy's testimony, Chairman Fly precipitated another colloquy by advising FM Broadcasters Counsel Loucks that the Commission expects to receive a proposed plan of FM allocation. He questioned the admissibility of testimony of proponents of FM regarding advantages of the system unless a proposed allocation plan was submitted indicating how service would be provided.

Asserting the Commission must weigh the advantages and deficiencies of the system against such a plan of allocation, Mr. Fly repeated that the Commission expected FM Broadcasters to submit the plan promptly.

The entire subject of allocation, Mr. Loucks responded, would be covered by Paul A. deMars, Yankee Network technical director, and key engineering witness for FM Broadcasters. He explained, however, that actual drafting of a proposed allocation was difficult since FM is in the position of asking for additional channels and that any plan submitted could not conceivably take into account the many variable factors involved, such as sizes

### WTMJ Shows FM

WTMJ, Milwaukee, and the *Milwaukee Journal* were hosts to about 100 leaders in the local engineering, musical and educational fields at a special FM demonstration by W9XAO, experimental FM outlet operated by the *Journal*. With Don Stanley, W9XAO announcer-producer, as m.c. a half-hour program was piped into the WTMJ lounge in the Journal Bldg. The program was devoted largely to sound effects to dramatize FM staticless reception. A roundtable discussion was held under direction of L. W. Herzog, WTMJ manager, who welcomed guests and gave an explanatory talk. The demonstration was conducted under the technical supervision of Dan Gallerup, technical head of the new FM station and WTMJ chief engineer. Refreshments were served following the demonstration.


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of communities and propagation characteristics. He pointed out that his group did propose to offer detailed allocation testimony, particularly since the chief inherent virtue of FM is flexibility of allocation.

"So your answer is no?" observed Chairman Fly.

Mr. Loucks said it was not exactly "no" but that some understanding would have to be had as to the nature of the allocation chart. Chairman Fly suggested that perhaps a sectional allocation covering the New England and Mid-Atlantic States would suffice. Asserting that he wanted the "full dope", Chairman Fly said that he would be inclined to "disregard the oral testimony" relating to FM allocation unless such data were provided. He added he did not want any surprise expressed on the part of FM Broadcasters during the ensuing week when the demand is made for the sample allocation.

When Mr. Lohnes, as counsel for Maj. Armstrong, said attempts had been made to draw up a plan but that the group was handicapped because it did not know how many frequencies to work into the structure, Chairman Fly said he did not care about the details but he thought it logical to take into account the demands of FM Broadcasters.

Mr. Wozencraft, for RCA, asserted that it was his intention to have a partial allocation plan drafted when his witnesses presented direct testimony. Mr. Fly retorted that the Commission was willing to receive several plans.

In the ensuing discussion, Mr. Loucks reiterated it was the intention of FM Broadcasters to attempt to show the efficiency of the system but that it was difficult for the group to undertake a sample allocation in which ten stations might be placed in one city and a lesser number in another city of comparable size. To this the Chairman replied that the Commission wanted "a plan of allocation which demonstrates the efficiencies of FM broadcasting which the Commission could translate into a scheme of allocation so far as it would be applicable and acceptable."

### *Weir Tells of Tests By General Electric*

Further testimony on the superiority of FM over AM transmission was given by I. R. Weir, radio engineer of GE, who outlined the results of experimental transmissions and receptions both by automobile and plane. GE first conducted comparative tests of 250-watt transmitters, one using AM and the other FM, and these preliminary experiments indicated the advantages of FM, he declared, using the transmitters from exact locations. He said that FM appeared to have a 50% greater signal than AM under such conditions.

Describing airplane tests, Mr. Weir said an acceptable signal was received at a distance of 75 miles from the transmitter with AM and 115 miles with FM, with the signals picked up at an altitude of 4,000 feet.

In other tests, involving signal-to-noise ratios, FM appeared better than AM all down the line, he declared. Discussing reception of comparative stations beyond the line of sight, he declared that an area of "no man's land" in which no acceptable signal was received appeared to be about seven miles beyond the 117-mile reception limit on FM. He described an area of sharp transition from one station to another operating on the same frequency with FM, when received on an auto set while traveling. At no time were both stations on the frequency heard simultaneously, he declared, and there was no heterodyne interference. The hearings were recessed March 21 until March 25.

**"THEY SHALL NOT PASS** television" might have been the thought of these "opposition" counsel, who oppose allocation of any frequencies now assigned television in favor of FM. Left to right are Dr. C. B. Jolliffe, former FCC chief engineer, now an engineering executive of RCA; Ralph R. Beal, RCA patent research director; Frank W. Wozencraft, RCA chief attorney; Paul A. Porter, CBS Washington counsel.

### *Discrimination in Signals Is Cited*

Mr. Weir concluded his discussion during the short morning session March 25. Continuing his description of the airplane surveys, he related that a "cone of silence" was observed immediately above the stations' vertical antennas, due to a region of zero radiation at these points. Although the Schenectady station, W2XDA, could not be heard immediately above its own antenna, he observed, signals from W2XOY at Albany were received at this spot.

This illustrated "FM discrimination", he remarked, agreeing with Chairman Fly's observation that while a strong FM signal skips the area covered by a weaker signal, it becomes receivable again where the weaker signal leaves off. In the mobile experiments on the ground, he added, use of a directive antenna enabled the listener to change stations in the fringe area by moving only a few inches.

Switching the two transmitters to AM operation, similar tests for AM reception were conducted, he stated. The AM tests showed the interference factor to be much greater, he declared. In a discussion of comparative characteristics with Commissioner Craven, he noted that while the stronger of two FM signals ordinarily is heard, with AM there is no comparable discrimination unless the strong signal virtually drowns out the weaker signal.

Cross-examined briefly by Mr. Jett, for the FCC, and by RCA Counsel Wozencraft, Mr. Weir supplied supplementary data on construction and equipment of the two GE stations and various phases of his charts and diagrams. Responding to a question by Mr. Wozencraft, he agreed that the airplane and auto tests were "not typical" of living room tests.

### *Advantage Claimed In Noise Factor*

Explaining the remaining sections of the technical exhibit setting forth results of the GE tests, Henry P. Thomas, GE radio engineer, took the stand. Describing tests conducted by himself under the direction of Mr. Weir, he declared that tests of signal-plus-noise-to-noise ratio indicated that FM had an advantage over AM of from 15 to 20 db. Tests employing several listeners, with listeners fixing an FM signal and then telling transmitter operators to raise power on AM transmission until a comparable AM signal was available, showed that a 50-to-1 power ratio was needed for the AM signal to approximate the FM, he commented. Further tests indicated that in AM reception interference resulting from an FM signal was less than another AM signal, since the power of the FM signal was steady, with modulation in frequency rather than power, he said.

Following a conference between FCC counsel and representatives of parties still to be heard, an agreement was announced by FCC Attorney Bauer by which parties would eliminate repetition in testimony so far as possible and in many cases would forego personal appearances in favor of statements by counsel. The conference was held at the request of Chairman Fly in the interest of expediting the proceeding.

Putting the "streamlining" agreement into effect, Counsel Loucks called as his final witness for FM Broadcasters Paul A. deMars, technical director of Yankee Network and technical advisor of the FM group. Punctuated by lively questioning, led by Chairman Fly and Commissioner Craven, Mr. deMars discussed a series of five exhibits encompassing various FM operation phases, along with another including recommended principles of allocation and sample allocations on a country-wide and sectional basis, as requested by Chairman Fly.

Mr. deMars' first exhibit was a graphic portrayal of field intensity measurements along seven radials of transmission of W2XMN, at Alpine, N. J., adjusted to a receiving antenna height of 30 feet and including factors of topography. The second presented tabulations of relative service areas of stations operating on 200, 100 and 40 kc. band widths. It showed that with a peak swing of 75% of band width on the same channel and with same power a 200 kc. station would have a 100-mile service radius and an area of 31,400 square miles, while a 100-kc. station would have only an 83-mile service radius and a 21,650 square mile area, and a 40-kc. channel, 45 miles and 13,230 square miles. It indicated also that to achieve an interference-free radius of 100 miles, 200-kc. stations on the same channel must be 330 miles separated, 100-kc. stations 400 miles with a 4 to 1 power ratio, and 40-kc. stations 520 miles with a 25 to 1 power ratio. On adjacent channels the 200 kc. stations were shown to need a 53-mile separation to achieve a 100-mile interference-free radius, 100-kc. stations 65 miles and 40-kc. stations 84 miles, with the same power ratio.

### *Radiating Efficiency Of Transmitter Shown*

The three other exhibits in the group graphically represented co-channel and adjacent channel operation of stations from an allocation viewpoint, showing propagation characteristics of the 40-50 mc. wavelengths, based on field intensities at varying distances from the transmitter, terrain and conductivity. In his illustrations in these exhibits Mr. deMars employed in lieu of definite wattages and other definite transmission factors the RE—radiating efficiency — of the transmitter, which he described as a combination of power, antenna height and power gain in antenna.

The principles of allocation recommended by Mr. deMars encompassed FM stations operating in the 40-50 mc. band with 200-kc. channel width. Designated in terms of radiating efficiency (RE), the proposed classification included three types of stations; Class I—5,000 RE or better with co-channel separation of 400 miles or more and adjacent channel separation of 150 miles or more; Class II—1,500 RE or better with no minimum co-channel separation and adjacent channel separations beyond the service range of stations on the adjacent channels; Class III — no minimum RE with the same provisions as Class II stations regarding co-channel and adjacent channel separation.

He recommended that no minimum limit of RE be imposed on Class III stations in order to allow "the greatest flexibility" in

## LIGHTNING TEST
### Proves FM Immune to Bolts, According to GE

TO PROVE the ability of FM to operate practically free from static under the most trying conditions Dr. W. R. G. Baker, manager of the General Electric Co. radio and television department on March 25 described a series of GE tests.

A million-volt continuing arc of "man-made lightning", created only a few feet away from an FM set while it was bringing in a program, sufficed to prove to the ears of those present at the test that the FM set was practically immune to electrical interference, the bane of ordinary receivers, according to a statement by GE.

To add "eye proof" to "ear proof", another series of tests was described in which a cathode-ray oscillograph produced graphic evidence of the same kind of performance on a smaller scale. Dr. Baker submitted photographs of the oscillograms made in the GE research laboratory in Schenectady. The actual lightning test was conducted in the GE building at the New York World's Fair.

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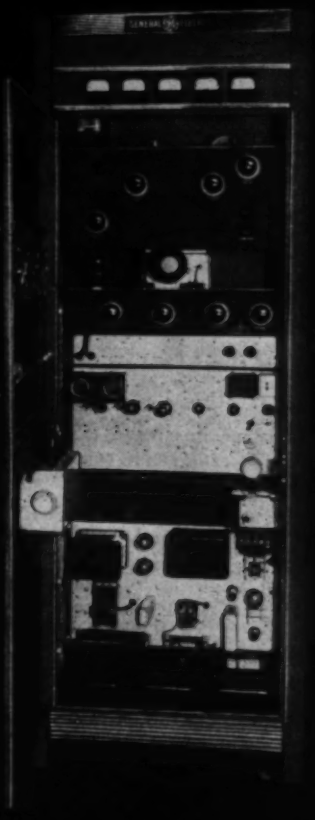

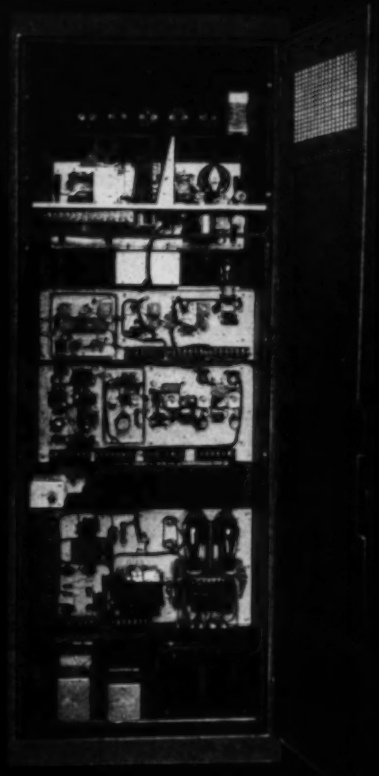

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serving smaller communities, and that no minimum limit of separation of either Class II or Class III stations be imposed in order to supply a correspondingly flexible service.

Accompanying this outline of "allocation principles" was a series of four maps presenting sample allocations. On the country-wide basis, one map encompassed the use of six 200-kc. channels, with cities and metropolitan areas of 250,000 or more population served by 40 FM stations having an RE of 5,000 or better.

### *Stresses Importance Of Channel Width*

The other three covered only the Middle Atlantic-New England area. The proposed allocation provided three Class I stations, [50 kw.] each using a separate channel, serving the Washington-Baltimore, New York and Boston-Providence-Worcester - Springfield - Hartford metropolitan and contiguous areas. To serve cities and metropolitan areas of 100,000 or more in the region, the plan proposed 15 Class II [250 to 50,000 watts] stations using two channels. For cities and areas of 10,000 to 100,000 population the map indicated a large number of Class III [500 to 5,000 watts] stations operating on four channels.

In advancing these "allocation principles", Mr. deMars cautioned that they amounted merely to "a recommendation, and not the only one, believed to reflect sound views and principles of allocation". He stated also that it did not mean FM Broadcasters advocated three types of stations or only three types of stations.

Queried by Chairman Fly and Commissioner Craven on why a 200-kc. channel was so desirable, Mr. deMars stated it would provide the greatest service over a wide area with the greatest flexibility. Asked if receiver design could compensate for a reduction in channel width from 200 kc., he declared, "No changes that could be made in receiver design could make narrower channels any more desirable." The advantages of channel width lie in relative swing and not in equipment construction, he declared.

To a question from Commissioner Craven he answered that although, accepting high-fidelity merely as transmission of wide range, a range of 15,000 cycles can be transmitted on a 100 kc. band, a power increase of 4 to 1 would be necessary to secure the same signal-to-noise ratio. The "improvement factor" in FM, which he said has no counterpart in AM, starts with the switch from AM to FM and increases as swing increases, he commented further.

With an eye on widening coverage, FM operating on 200 kc. channels will actually conserve other space, he declared, and therefore will not operate at the expense of other services or the frequency spectrum.

Repeating that his recommendation of several types of stations was merely a suggestion, he stated to Commissioner Craven that although it has nothing to do with the advantages of FM, as such, a plan for several types of FM stations "has a lot to do with attaining complete and wide coverage". Although making it clear that he never has said FM will serve all rural or outlying areas, he remarked, "I believe a vastly improved service will be rendered most of the people of the country, provided FM is given an opportunity to expand, with sufficient channels made available".

**OBSERVERS** for WOR, MBS and FM were these attendants. Theodore C. Streibert, WOR and MBS vice-president, just returned from a Nassau vacation, chatted with WOR's chief engineer and FM Broadcasters' engineering committee chairman, J. R. Poppele.

### Press Is Interested

DEVELOPMENT of frequency modulation, which already has brought a surge of more than 100 applications for new stations, may provoke an outcropping of requests for facilities from leading New York newspapers, it was indicated during the FM hearings before the FCC. One of the few major cities which does not have any of its important newspapers affiliated with stations, New York is regarded as a likely center of FM activity. Among the newspapers understood to be contemplating filing applications perhaps for 50,000-watt FM stations are the *New York Daily News*, the ownership of which is affiliated with the *Chicago Tribune*, operating WGN, and the *New York Herald-Tribune*. Both newspapers had observers at the hearings. *The Washington Post* and *Washington Times-Herald* also are reported contemplating applications for FM.

### *Map Allocations Described by deMars*

Concluding his appearance March 26, Mr. deMars further described the sample allocations provided on the maps. Estimating Class III stations as having an RE of 300, amounting to a power of less than 1,000 watts and a net antenna height above the surrounding territory of 200 feet, he brought out that if the population of the area required, a still greater number of the low power stations could be provided on the four channels. He also explained that in case more than one station was warranted in a single city, additional stations could be allocated indiscriminately, from an engineering standpoint, so long as one channel separation is allowed between each station.

Class II stations would have an RE of about 1,500, he continued, which would be attainable "with reasonable power", probably several kilowatts, depending on antenna height. The specimen allocations were reckoned on a 35-mile service radius under unfavorable conditions, he commented. Under favorable conditions this radius would be longer, except where another station caused mutual limitation, he added.

Although Class I stations would have an RE of at least 5,000, Mr. deMars said this did not necessarily mean 50 kw. stations, remarking that he "has in mind" one station that with its peculiar antenna location could account for a 5,000 RE with 5 kw. power. Reckoning the Class I station's service radius at from 100 to 150 miles, he commented, duplication of this service on a country-wide basis would in many cases yield better rural coverage than at present.

### *Where Stations Could Be Located*

To a query by Commissioner Thompson he explained that Class I stations need not be limited to large cities, since in some cases a city of 50,000 with its surrounding trade territory could support a large station. On a similar tack he explained to Commissioner Craven that there was no reason for not locating Class III stations in large cities. Although stating definitely that a Class III station would not blanket a large metropolitan area, he pointed out that the map showed Class III stations located in smaller cities in the New York area, such as Newark, to give supplementary local service. Locating these small stations in large cities, although it might be done from an engineering standpoint, probably would prove to be "economic fantasy", he said.

Asked by Commissioner Craven whether narrowing the band to 100 kc. would amount to yielding "more stations and less quality", Mr. deMars answered that it would allow putting in a larger number of inferior stations resulting in less service to the public.

Cross-examined by Mr. Jett, he explained that the 50 kc. guard band in the 200 kc. channel is necessary because the ideal electrical circuit cannot be constructed to eliminate this protective factor. Based on full operation, he estimated the RE of W2XMN, Alpine, at 8,000 and that of W1XOJ, Paxton, at 20,000, in the latter case assuming a 1,500-foot antenna elevation. He pointed out that in the case of W1XOJ the antenna height toward Boston amounts to about 1,800 feet, while toward the west where average elevation runs from 800 to 900 feet, the actual elevation is that much less, a factor effecting signal propagation in that direction.

### *Providing Coverage For Economic Areas*

This discussion precipitated a brief colloquy on the suitability of "radiation efficiency" as the empirical term to be applied as a common denominator in speaking of FM transmitter potentialities. It was finally decided, with Mr. deMars acceding, that the term "radiation index" (RI) could be more easily understood. RI was substituted at this point.

Mr. deMars stated that he and FMBI was in complete accord with Chairman Fly's observation that applicants should consider not only their immediate economic area, but also neighboring areas, and then set out to establish a station that will give the best service to the whole area, rather than go into the proposition with the idea of just setting up a 50 kw. station in any particular city, letting the service area question work itself out.

Speaking of the relative merits of horizontal and vertical polarization of signals, he commented that while horizontal polarization yields a more satisfactory signal-to-noise ratio, in practical operation it costs the operator no more than vertical polarization. He added that horizontal polarization "in no way whatsoever" complicates receiver design.

Returning momentarily to the relative desirability of various ultra-high frequencies, he stated that the higher frequencies are suitable for services of limited coverage, and that forcing of FM upward would curtail the wide coverage shown as attainable with FM.

RCA Counsel Wozencraft questioned Mr. deMars at some length on cross-examination, particularly on the comparative merits of wide-band and narrow-band transmission. Although a 5 microvolt-permeter signal may amount to good service under certain conditions—where man-made interference and set noise is low—the number of people served or dependent on such a signal would be small, he commented.

Mr. Wozencraft, through a series of rapid-fire questions, then undertook to develop a comparison of wide-band and narrow-band reception by asking Mr. deMars what constituted "quality of reception" and then eliminating unvarying factors. Mr. deMars stated that "quality of reception" depended on noise, frequency range, dynamic range, harmonic distortion and phase distortion. From Mr. deMars' comparative answers Mr. Wozencraft developed that the difference between 200-kc. and 40-kc. reception lies in the amount of noise, the dynamic range because of noise, and in a measure phase distortion.

### *Urges Uniformity In Station Separation*

Applying these observations, Mr. Wozencraft then asked what reception at a point 50 miles distant could be expected from a 5,000 RI-station with a 1,000-foot antenna "in the middle of Boston Common". Operating on 200 kc., good reception would result, Mr. deMars stated, while on 100 kc. reception still would be "good", but susceptible to intermittent noises. However he continued on 40 kc. the signal-to-noise ratio would begin to deteriorate, probably dropping from 70 db. to 62 or 64 db. Under further questioning by Mr. Wozencraft, he stated that despite this drop, such reception was still better than the present service and could be called "good".

Referred to the sample allocations, Mr. deMars emphasized that the station separations mentioned were not "recommendations", only "comparisons". Whatever channel width were decided upon, he added, it should be the same for all stations.

Although Hartford and Providence could be served satisfactorily by a 200-kc. station such as W1XOJ, 40 miles distant, a 100-kc. station

could serve the cities neither so satisfactorily nor economically, as power would have to be increased, he said. He continued that while he was not necessarily "recommending" more than one station in any one city, he did foresee more than one in a single city, with the type of stations dependent on economic considerations as well as service requirements.

Asked for a "guess" on the number of channels needed for a country-wide service, Mr. deMars estimated that 30 or 40 FM channels would permit a service for the whole United States vastly superior to present service. He suggested a channel ratio, based on three types of stations, of 1 Class III to 2 Class II to 5 Class I.

Asked if it would be practical to allow Class I and Class II operation in the 40's and push Class III up into the 100-120 mc. band, he said it would not because of the necessity of minimizing the effects of terrain. The higher frequencies are not as efficient in doing this, he explained. As between the various classes of stations, it would make little difference which one was moved, he continued, since it would still hold true that the higher frequency operation would cover a smaller area. He added that receivers for the higher-frequency transmission would cost more.

### *Directive Antennas Would Add Stations*

From a practical standpoint, he explained to Commissioner Craven, by using directive antennas more stations could be placed in a given area than could be plotted geometrically purely on a basis of necessary separation.

Diverted momentarily into the television field, Mr. deMars commented, "Television is a great engineering achievement, but a misfit in its present position in the band". It will necessarily go to higher frequencies and employ FM in a wider band, he commented, declaring there was "no question" that the advantages of FM would apply to visual as well as to aural transmission.

Concluding, he stated in response to questioning by Mr. Wozencraft that channel width of 8 to 10 mc. was being used in point-to-point video relay and that a similar channel probably would be used in other television transmission via FM.

### *Finch in Favor Of 200-kc. Channels*

Appearing as counsel for W. G. H. Finch, pioneer facsimile inventor and licensee of W2XBF, New York facsimile station, former FCC Commissioner E. O. Sykes read a brief statement endorsing the stand of FM Broadcasters and Maj. Armstrong in the proceeding, particularly concerning FM facsimile operation. The statement agreed on the need for 200 kc. channels for multiplexing facsimile and pointed to the desirability of establishing "sufficiently wide channels at the outset".

### *Hogan Describes Opportunities of FM*

Appearing without counsel, John V. L. Hogan, licensee of W2XQR, New York FM station, made a brief rapid-fire statement covering most of the points at issue. With FM "equivalent in its service value" to present standard broadcast operations, he said FM is ready to furnish a reliable regular service "fully as good, and I believe better for distances up to 100 miles". As between AM and FM, he commented that FM enjoys "a far superior opportunity for service".

Going into his facsimile operations, he exhibited specimens of facsimile transmission under both AM and FM. Noise interference in AM transmission yields a "not white" background on the facsimile sheet, he explained, pointing out that the FM transmission cut down noise and lightened the background. This phenomena he termed a "visual index of noise suppression".

## Operation of Multiplex At FM Field Laboratory Demonstrated by Finch

ACTUAL demonstration of how facsimile can be multiplexed on an FM station without interfering with music being broadcast at the same time was featured by W. G. H. Finch, president of the Finch Laboratories, at the Shoreham Hotel in Washington during the FM hearings. Mr. Finch, formerly assistant chief engineer of the FCC, has built an extremely compact trailer installation for checking on FM transmissions. This he operates in addition to a 1,000-watt fixed station in New York City.

In his trailer, secreted under a cabinet the size of a small kitchen cabinet, Mr. Finch has a 250-watt FM transmitter, W2FX. In the coupe which draws the trailer is a 30-watt FM transmitter which can be taken out for even more portable testing.

In this demonstration he set up an FM receiver in the hotel, connected to which was a loudspeaker and one of his facsimile machines. In the trailer was a record turntable and pickup alongside a facsimile pickup and scanning unit. A record was played and a crossword puzzle transmitted. Listening inside the hotel the music came through without the slightest sound of any interference. With such quiet reception any cutting in by the facsimile system would have been very apparent. A check on the picture transmitted showed that it maintained the same quality as another print sent without music.

Mr. Finch confirms the testimony given at the hearings by Maj. Armstrong and the engineers of FM Broadcasters Inc., and pointed out that with this multiplex feature facsimile will rapidly develop in many fields of communication.

Wide-band operation is more satisfactory from the standpoint of range, quality, multiplexing and flexibility, he stated, pointing out that once band width is set, channels can be narrowed more easily than they can be widened. FM also will save ether space, he stated, by showing the way to put a large number of stations on the same channel "with almost no waste space".

From the educator's standpoint, as well as from the regular broadcaster's, it would be advantageous to place educational stations on FM channels contiguous to commercial broadcast channels, he observed. Since modulation efficiency runs lower on higher frequencies, FM could make better use of frequencies in the 40's than television, he added.

### *Bailey Reviews Multiplexing Tests*

Stuart L. Bailey, of the Washington consulting engineer firm, Jansky & Bailey, licensees on W3XO, briefly described the technical operation of the station, with emphasis on its multiplexing experiments with an IBM Radiotype on a printer circuit. His appearance was handled by Counsel Fred W. Albertson.

In view of the effort to "streamline" the proceedings and eliminate repetitious testimony, McNary & Chambers, originally scheduled to testify, cancelled their appearance.

(*Continued on next page*)

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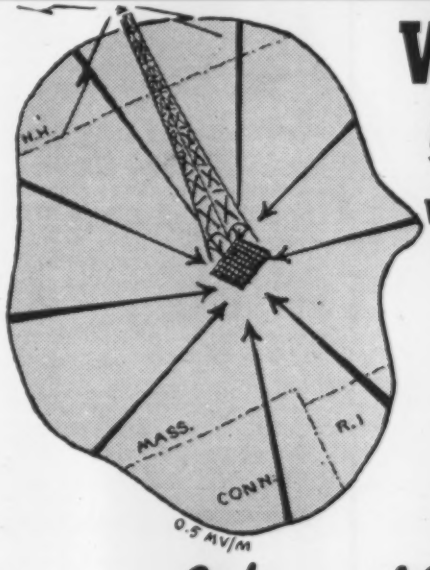


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### *Radiotype Multiplexing Outlined by Lemmon*

Walter S. Lemmon, representing International Business Machines as general manager of its Radiotype Division, testified briefly, describing possible use of FM in developing Radiotype as a "special class of facsimile". Under questioning by Counsel M. M. Jansky, he stated that Radiotype's application to broadcasting purposes included transmitting news both in homes and via large-screen projection to large crowds. He also briefly described demonstrations of Radiotype multiplexing conducted in Washington in cooperation with Jansky & Bailey through W3XO.

Mr. Lemmon warned against definitely tying up frequencies "too far in advance" and advocated holding frequencies above 100 mc. open for experimental purposes. When this recommendation was originally made in 1938, he explained, point-to-point operation of Radiotype was in mind, while now general broadcast via FM multiplex is envisioned. He added that "with some encouragement", such as making frequencies available, IBM would develop a simplified Radiotype machine suited for home use.

In closing the March 26 session, Chairman Fly commented that "no substantial attack" had been made on the interests of educational stations, and pointed out that it would expedite matters if representatives of educational broadcasters met meanwhile and presented their composite case through a single representative.

### *Catchings Sees Advantages for Muzak*

Waddill Catchings, president of Muzak Corp. and Wired Radio and chairman of the board of Associated Music Publishers, opened the March 27 session. Stating that Muzak now serves some 600 establishments and 1,000 homes via wire lines, he said FM seemed to be a means of supplying Muzak service at lower cost. In addition to the economy feature, he continued, FM also affords the additional advantage of transmitting a wider tonal range than wires.

Observing that present wire operations are limited to a maximum transmission of about 9,000 cycles, and that whenever reception drops to as low as 6,000 cycles customers are quick to complain, he stated Muzak's experience has shown that "the public wants the utmost in faithful reproduction of music". This attitude has been borne out also in several listener tests conducted by the organization, he added.

Referring to a magazine article by Leopold Stokowski, well-known symphony conductor, he developed Mr. Stokowski's statement that at least a 13,000-cycle maximum was necessary to reproduce "great music". With the average ear capable of registering a 15,000-cycle maximum, he declared, the same rule holds for popular music and dramatics.

There is a general demand by the public for both high quality and high fidelity in entertainment, he emphasized, and whether operating individually or through relays FM stations using transcriptions can supply a more faithful reproduction service than standard stations are getting their programs over wire lines. He pointed out also that Muzak wires, which are the best available, although affording better reproduction than standard broadcast stations, are far behind FM transmission.

The scheduled appearances for WSM, Nashville, and Carmen R. Runyon Jr., licensee of W2XAG, Yonkers, N. Y., were eliminated in favor of brief statements by counsel. Both endorsed the general stand of FM Broadcasters and Maj. Armstrong.

### *Wozencraft Sees High Frequency Ready*

In a preliminary statement at the opening of the RCA case, Counsel Wozencraft stated that the presentation would be "cut to the bare bone" in the interest of expediting the proceeding. He also announced that since the question of television allocations had been drawn into the FM considerations, he would call Elmer W. Engstrom, in charge of RCA television research.

Announcing RCA's stand, which up to this point had been a matter of conjecture, Mr. Wozencraft declared, "RCA and its affiliated companies believe that ultra-high frequency broadcasting is ready for commercial use. It is our conclusion that ultra-high frequency broadcasting when sound alone is broadcast should use frequency modulation because of technical advantages and that the time has come when ultra-high frequency sound broadcasting should be presented to the public as a regular service."

Although FM's future cannot be predicted, he continued, with FM competing with standard band broadcasting "only the public can determine which the public will prefer and for which it is willing to pay through the purchase of new receiving sets". Going into forecastable factors, he said it appeared certain there never will be a time when the entire country can be served by ultra-high frequency broadcasting, and that "welding networks" and adding sight to sound "will be difficult tasks". Receivers will cost more and even if the public welcomes FM enthusiastically, it will be many years before all the listeners in any area will have purchased FM receivers, he added.

During the transition standard band broadcasting must be maintained, he pointed out, commenting that "ultra-high frequency broadcasting offers a technical improvement in the broadcasting service for which the public must ultimately pay." Concluding, he declared, "We believe that the public interest will best be served by Commission action giving frequency modulation a green light."


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### Cost of FM Receivers

| PRESENT SETS (LIST PRICE) | ESTIMATED LIST PRICES WITH FREQUENCY MODULATION | |
|---|---|---|
| | MINIMUM PERFORMANCE | MAXIMUM PERFORMANCE |
| $6.95 | — | — |
| 9.95 | — | — |
| 14.95 | — | — |
| 19.95 | 27. | 30. |
| 24.95 | 33. | 38. |
| 29.95 | 40. | 45. |
| 39.95 | 50. | 60 |
| 49.95 | 65. | 75. |
| 59.95 | 80. | 90. |
| 69.95 | 90. | 100. |
| 89.95 | 110. | 120. |
| 99.95 | 130. | 140. |
| 125.00 | 150. | 170. |
| 150.00 | 170. | 200. |
| 175.00 | 200. | 230. |
| 200.00 | 230. | 270. |
| OVER 200.00 | INDETERMINATE ON ACCOUNT OF DOMINATING FACTORS OF CABINETS, DEGREE OF FIDELITY, ETC. | |

WHAT you may pay for your FM receiver, in relation to the price scales of present standard broadcast receivers, is shown in this table entered as an exhibit in the FM hearings March 27 by RCA. According to Stewart Seeley, of the RCA License Laboratories, two types of FM sets would be put on the market—one designed to give a "minimum performance" and another, embodying fancier gadgets, designed for "maximum performance". The cheaper sets at best would not give high fidelity, according to Mr. Seeley, but the high-priced sets—from $140 up—would include standard band, shortwave and FM with high fidelity.

### *Beverage Explains Noise Characteristics*

The first RCA witness called by Mr. Wozencraft was H. H. Beverage, RCA Communications chief research engineer and inventor of the so-called Beverage shortwave antenna for trans-oceanic broadcasting. Mr. Beverage explained a series of six technical exhibits covering propagation and noise characteristics as determined in RCA tests of transmission in the 40-50 mc. bands.

In a discussion of the comparative attributes of FM on narrow and wide bands, Mr. Beverage stressed the importance of taking into consideration the "threshold", where, he explained, noise peaks equal signal peaks. In order to get the full benefit of any swing, whether it be wide or narrow, he commented, the carrier-to-noise ratio must be 2 to 1. Continuing, he explained that as channel width narrows, the threshold moves out, thus increasing the signal advantage, and as the channel widens, it moves in. There are three avenues to decreased noise, he stated —increasing the frequency swing, increasing power or increasing antenna efficiency.

### *Propagation Traits Are Cited by Guy*

Following Mr. Beverage to the stand, Raymond F. Guy, NBC radio facilities engineer, described the tests conducted through W2XWG, NBC's FM transmitter in the Empire State Bldg., and a receiving station at Bellmore, L. I. He explained that the tests were run to determine just what use might be made of FM in the broadcast field. These tests, which started in the summer of 1939, he estimated cost about $20,000 "out of pocket expense".

An exhibit introduced by Mr. Guy indicated comparative propagation characteristics of narrow-band and wide-band FM and AM. According to the exhibit, a 50 db. signal-to-noise ratio, rated as excellent in the tests, was attained at a distance of 88 miles with an FM deviation of 75 kc. (equivalent to the 200 kc. Armstrong standard), at 70 miles with an FM deviation of 15 kc., and at only 40 miles with AM.

Stewart Seeley, of the RCA license laboratories, was the next witness called by Mr. Wozencraft. Through a series of technical exhibits he analyzed phenomena leading to FM set construction problems. He also introduced a table giving comparative costs of AM and FM receivers. Explaining this table, he commented that two types of FM sets likely will be built, one type designed for minimum performance and another for maximum performance, both types running the complete price range.

The table indicated that an FM receiver comparable in class to present sets selling for $19.95 would sell for about $27 if designed for minimum performance, and $30, designed for maximum performance. Such a set, he commented, would not yield high-fidelity reception, as its range would probably be only from about 100 to 8,000 or 10,000 cycles.

True high-fidelity sets would not start below $140, and in comparative price would approximate present $100 AM sets, he stated. In the upper brackets, a set equivalent to a $200 AM receiver would cost $230, if designed for maximum FM performance, according to the table.

### *Specimen Allocations Explained by Lent*

Conclusions stemming from the preceding RCA testimony were presented by Worthington C. Lent, NBC allocations engineer. High point of Mr. Lent's testimony, illustrated graphically by maps and charts, was a series of four specimen allocations, each covering the eastern half of the country. Each allocation was based on a different transmission system, ranging from the 40-kc. narrow-band channel to the 200-kc. wide-band channel advocated under the Armstrong system.

Stating RCA's conclusions, Mr. Lent declared the maximum service radius occurs for a maximum deviation of about 33 kc. (a swing of 66 kc.), and the increase of serv-

ice radius with 33 kc. maximum deviation is about 10% greater than that obtained with a 15 kc. maximum deviation. Higher deviations than 33 kc. yield smaller service radii, he continued, and a maximum deviation of 90 kc. (using a 200 kc. band) yields a service radius approximately equal to that obtained with a 15 kc. maximum deviation.

Regardless of deviation, the required separation distance between stations operating on the same channel is essentially constant, he declared, and since the ability to allocate is in general measured by the separation distance required, the net effect of increasing maximum deviation above 15 kc. is a constantly increasing loss in the number of channels available in a given band without any gain in the ability to allocate.

He pointed out also that since the "bottleneck" in allocation lies in the geographical distribution of cities along the Eastern seaboard, a minimum of 11 channels is required to provide one facility in each of approximately 64 metropolitan areas east of the Mississippi, regardless of the maximum deviation of the system used. To permit complete allocation in these areas, he estimated an additional 11 channels would be necessary.

### *Western Half Offers Few Problems*

Supplementing his figures with reference to the series of individual maps, he stated that by using 40 kc. channels with 15 kc. maximum deviation systems, six facilities can be furnished each of 64 metropolitan areas east of the Mississippi with nine channels to spare. Using 80 kc. channels, three facilities can be furnished in each of 64 areas, with four channels to spare, he continued, and using 140 kc. channels (60 kc. maximum deviation), one facility can be furnished to each of 65 areas, with 10 channels left over, or two facilities can be furnished to 62, with one channel to spare. Using 200 kc. channels with 90 kc. maximum deviation systems, one facility can be furnished each of 66 metropolitan areas, with four channels to spare.

He explained that the maps treated only of allocations for areas east of the Mississippi because once an allocation scheme could be worked out for this half of the country, "the bottleneck", there would be no comparable problem in making allocations for the western half. In view of the density of population in the east, he pointed out, the allocation problem is one of adjacent channel interference and not co-channel separation.

Asked why RCA employed a 180 kc. swing in its 200 kc. channel calculations, rather than the 150 kc. swing with a 50 kc. guard band of the Armstrong method, Mr. Lent declared he thought 50 kc. was too much and a 10 kc. guard band on either side was "plenty" to protect against adjacent channel interference. This wider deviation would provide only for aural signals on a 200 kc. band, he added, and would allow no room for facsimile or other services.

Otto S. Schirer, RCA vice-president in charge of patents, followed Mr. Lent to the stand. He was questioned briefly by FCC Attorney Bauer about supplementary information offered in connection with a previously filed report on RCA patent holdings touching the FM field.

### *Stromberg-Carlson Set Sales Analyzed*

Mr. Loucks read into the record a brief statement on behalf of Stromberg-Carlson which included figures on FM receiver sales by that company. The statement said that from Oct. 14, 1939, to March 2, 1940, the firm had shipped a total of 1,592 FM sets. This included 467 sets selling at $59.50; 379 at $149.50; 312 at $179.50; 172 at $275, and 262 at $395. All these sets were built for operation under the Armstrong system, he stated.

Mr. Lohnes concluded the session with a brief appearance on behalf of WDRC, Hartford, and Westinghouse E. & M. Co., offering no testimony for either beyond formally filing for the record a Westinghouse exhibit describing its FM experiments. The exhibit indicated endorsement by Westinghouse of the FM Broadcasters-Armstrong stand.

### *RCA Demonstrates Signal-to-Noise Ratios*

RCA picked up its presentation March 28, concluding at the noon recess. Cutting down its planned demonstration to a single recording, RCA presented a transcription offering an aural comparison between 20, 30, 40, 50 and 60-db. signal-to-noise ratios. The demonstration drew intensive questioning from the FCC members, who showed particular interest in the disparity, from a standpoint of noise, between the 40-db. signal, classed as the minimum acceptable signal by RCA, and the 60-db. signal, classed as excellent.

Recalled for cross-examination, Mr. Lent further interpreted his exhibits covering comparable channel widths between various frequency swings. In a colloquy with Commissioner Thompson, during which the commissioner took issue with certain allocation factors in the RCA exhibits, Mr. Lent declared that although a particular facility could be allocated to a city of 10,000, its actual needs and ability to support must be taken into consideration, but there is no sense in giving it more service than can be used efficiently. He explained this did not mean that the program service desires of the community should be disregarded.

Responding to a query by Commissioner Brown, he stated that although rural areas would necessarily be served by the standard band, at least in the present state of the FM art and until a method is found of extending u.h.f. coverage, in some cases rural sections contiguous to FM service areas probably would get better service under FM, particularly where the effect of ground conductivity on AM is marked. As for smaller cities and population areas, he continued, all probably could have a station, if necessary, by limiting surrounding service areas. Although a single facility probably could be given to all cities above 10,000 population by restricting service areas, if the competitive factor were to be introduced by allowing more than one station to each city, more channels would be necessary, he stated.

### *A Choice of Frequency Space or Coverage Gain*

The FCC must decide which is more valuable, frequency space or coverage gain, Mr. Lent declared. In connection with his discussion of signal-to-noise ratios in this respect, Lieut. Jett cited the propagation characteristics of the two General Electric FM transmitters at Schenectady and Albany, located about 15 miles apart, and asked if their 200-kc. operation could be duplicated using the 30-kc. deviation recommended by Mr. Lent. The latter answered that it could be done, but that the 30-kc. deviation operation would yield a larger "no man's land".

After an explanation by Mr. Lent that his FM calculations were based on a study started about 18 months ago, with working figures resulting from operation of RCA's experimental transmitter and receiving station at Bellmore, Mr. Loucks took issue with RCA for basing its allocation suggestions on observations of "one day in one month on one station in one area". In response to another query by Mr. Lohnes, Mr. Lent explained that to increase the signal-to-noise

**'Radio Traitors'**

"LORD HAW-HAW," the unidentified newscaster with an ultra-Oxford accent who broadcasts from Germany to England each night, has become so much of a joke to Britishers that their newspapers run schedules of his talks and urge their readers to tune him in. Not so jokeworthy to the French are Announcers Paul Ferdonner and Andre Obrecht, who broadcast in French from Germany's Stuttgart station. A Paris military court on March 6 handed down death sentences in absentia for the two renegade Frenchmen, who were convicted as "radio traitors".

**Among RCA Witnesses**

Mr. Lent

Mr. Engstrom


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ratio from 40 to 60-db., power must be increased 100 times.

Also recalled for further cross-examination, Mr. Schairer, RCA vice-president in charge of patents, was asked bluntly by Chairman Fly whether RCA would hold any patent advantage as between narrow and wide-band operation of FM. In answering in the negative, Mr. Schairer pointed out that it has always been RCA's policy to acquire all patent rights available that would lead to improvements in service. Although RCA holds no Armstrong license, he stated there have been some conversations toward that end and RCA is prepared to negotiate.

### *Sees Disadvantages In Higher Frequencies*

As the final RCA witness, Mr. Engstrom, in charge of RCA television research, discussed the television aspects developed during the hearing, most of which were confined to FM's potential function in television operation and allocation matters. He stated that television functions effectively in the 40-mc. band, particularly in giving good metropolitan service. At the present state of the art television could not be moved bodily into the higher frequencies and maintain equivalent operation without considerable delay, he declared.

If television Channel I were turned over to FM operation and the NBC television transmitter, W2XBS, moved to Channel II, the switch would take about four months and cost around $100,000, he estimated. However, he added, if the station were transferred to another channel above Channel II, the transmitter conversion would entail extensive tube changes, dependent upon culmination of a new development not due until the last of the year, and would take in all about 18 months.

### *Comparative Results Of Band Widths*

Commissioner Thompson at some length developed the proposition that perhaps it would be worth delaying television if, by supplying an additional service via u.h.f., certain areas now deficient in radio service could be benefited. Mr. Engstrom made no comment on this beyond pointing out that he was only advancing the engineering aspects of the various services and could not attempt a choice between them.

Applying FM to video, Mr. Engstrom estimated that at least 8 mc. would be needed to carry the picture signal, along with an additional .5 or .75 mc. for sound, necessitating a total band width of "something under 9 mc.". The 750-kc. guard band employed in television functions to keep the sound signal out of the picture signal, he explained. Narrow-band FM would give better aural service for television than AM, he commented, but wide-band operation would necessitate a channel more than 9 mc. wide. He said he foresees the use of FM in video, but at much higher frequencies than the present. In this respect, FM could serve as an "elevator", he commented to Chairman Fly, but not necessarily, since it could move into the higher frequencies and still employ AM. However, FM is thought to have better possibilities, he added.

If bands are to be split, as between television and FM, so that operation would be on several groups of channels, he said he thought television would be hurt more than FM. Asked how much space might be made available for other services if the video sound track were moved down to a separate frequency, Mr. Engstrom explained that although a 750-kc. guard band is used, only about 100 kc. would be freed. He added that television could not operate effectively under such conditions, since two tuning operations would be necessary. Television operates most effectively with sight and sound interlocked, he pointed out.

### *Civil Liberties Union Would Open Ultra-Highs*

Opening the final afternoon session March 27, Percy L. Russell, as counsel for the American Civil Liberties Union, presented for the record a statement urging opening of the ultra-high frequencies for FM as a means of permitting a substantial increase in broadcast stations and a "freer expression of thought by means of radio communication". The maintenance of an adequate opportunity for the expression by radio of minority views requires an enlargement of the number of broadcast facilities, the statement said.

Limitations of the broadcast band permit the construction of but few additional broadcast stations, the Union declared. The fewer the number of stations, the fewer the differences of opinion that can be discussed over the air at any given period. "Technical developments in the radio art which tend to overcome the artificial restraints imposed upon the free expression of thought are in the public interest and should be utilized as fully as possible," it was stated.

### *Howland Sees Better Coverage in the West*

John R. Howland, assistant to the president of Zenith Radio Corp., which has been experimenting in FM, as well as television, declared the results of these experimentations indicated that FM coverage in the West will be considerably greater than that in the East. He declared that eventually an FM network using radio relays can be achieved during "certain hours of the day", serving smaller stations which now do not get network service because of the high wire costs.

Advising caution, Mr. Howland said the evidence presented during the hearing reflects factors which cannot possibly be measured and that the important consideration is what the public will get out of FM.

AN ATTACK of appendicitis couldn't keep Leroy Miller, musical clocker of KYW, Philadelphia, away from his March 16 morning broadcast, but right after the program he was hustled to Graduate Hospital for an emergency operation. Two mornings later he did a part-time performance from his hospital bed, aided by Engineer Roy Nuss.

He said he felt the proponents of FM were "a bit on the enthusiastic side" in predicting replacement of present-day broadcasting by FM.

Pointing out there are 37,000,000 or more radios in use, he said a large majority of the homes are in the service areas of clear-channel stations which could not procure service with cheap FM receivers. It should be taken into account, he said, that during the last six months of 1939 about 100,000 receivers were sold each week at $15 or less.

Moreover, he pointed out that high-fidelity reception is not required generally, since children are not interested in many programs other than script shows and that 60% of the daytime program schedule is not adapted to high-fidelity.

Declaring it was apparent from the testimony that FM will not take over all of the AM duties but that it must "cooperate", Mr. Howland said he felt that introduction of FM will spur manufacturers to produce quality AM receivers for standard broadcast reception and that a good service thereby will be done.

Admitting FM advantages under certain prescribed conditions, Mr. Howland said he felt the medium was too young yet to ascertain whether it is better for the public than television. The public, he said, will make its views known when it has the choice of the two services. He advocated continued experimentation for at least a year for both FM and television before satisfactory allocations are determined. Replying to Commissioner Craven, he urged that the two services should go hand-in-hand at the moment so that the public can make its choice.

### *Brown Favors Wide-Band System*

J. E. Brown, executive engineer of Zenith, presented the results of experiments conducted by his company with both wide-band and narrow-band receivers. His conclusion was that wide-band is the safest course to follow, depicting graphically the technical conclusion reached during the experiments.

Replying to Commissioner Craven, he said there are advantages if a 200-kc. band is used and that if it is found eventually that the band can be narrowed perhaps to 100 kc. it would not render receivers adapted for wide-band operation ob-


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solete. He asserted that with 200-kc. bands, there would of necessity be fewer stations.

Current prices for FM receivers will be considerably higher now than a year from now, assuming the art is introduced, he estimated, a good receiver costing about $125.

### *Coverage and Fidelity Compared by Ring*

As the only FCC witness, Assistant Chief Engineer A. D. Ring presented the results of field intensity surveys of ultra-high frequency broadcast stations, and in one instance compared distortion with AM stations in the same locality. In substance, Mr. Ring testified that some of the claims as to coverage were not as great as these studies indicated. He pointed out the FCC's observations indicated that FM has a directional effect and as a consequence, distortion may be present in certain directions.

Regarding distortion, Mr. Ring compared the results of reception of W3XO, Jansky & Bailey station in Washington, with WRC, using a special AM broadcast receiver and two types of FM receivers. Because of the inefficient type of experimental antenna used by W3XO, he said the studies indicated subnormal coverage. Distortion varied greatly on the two types of FM receivers while on the AM receiver, picking up WRC, the signal appeared as good as the better of the two FM signals. This was attributed largely to the fact that the AM receiver was of exceptional high-fidelity.

### *Proposed Allocations Are Submitted*

Following a recess, Mr. Fly asked for comments on precisely what frequency bands were being sought. On behalf of Maj. Armstrong, Mr. Lohnes declared his witness had asked that the band 41-44 mc. be set aside definitely for wideband FM and that in addition television Channel I ranging from 44-50 kc., be assigned, giving FM a continuous range and thereby simplifying receiver construction. In this connection, he pointed out, Maj. Armstrong had testified that certain television channels were not being used.

### *Continuous Lower Band Is Favored*

When Chairman Fly asked whether the 78-84 mc. television channel (No. IV) might be assigned for FM, Maj. Armstrong said it could be used but that it was more logical to use the continuous lower band. Shadows and distortion result on the higher frequencies, he declared.

On behalf of FM Broadcasters, Mr. Loucks said his group had gone on record favoring the sweep from 42 to 50 mc., so that the present No. II television band from 50-56 mc. would become the No. I television channel. Moreover, he said his group urged that the present non-commercial educational band from 41-42 mc. now being used by only two AM stations, could to advantage be employed for non-commercial FM operation, though FM Broadcasters did not look for assignments in it. Mr. Loucks said that no alternative suggestion had been discussed, pointing out that FM Broadcasters is a trade association and that it takes time to canvass its membership.

Asked by Chairman Fly what FM Broadcasters proposed in connection with the 25-27 mc. band and the 116-118 mc. band earmarked for FM under existing allocations, Mr. Loucks said his group does not desire to hold the lower band and felt the band above 116 mc. should be kept for experimentation.

All semblance of a battle with the educators was eliminated when Mr. Wozencraft observed that his company felt the 41-42 mc. band should be left to education as long as there is reasonable prospect of educators using the band. Maj. Armstrong concurred in the view as did Mr. Loucks on behalf of FM.

### *Jett Sees Problems In Selecting Bands*

When Chairman Fly asked Chief Engineer Jett for his comments, he said it appeared unfortunate that a part of the first television band could not be allotted to FM but that the situation appeared to be one where it was "all or none". He pointed out there was no way of going below that band while above the desirable portion of the immediate spectrum involved both Government and television had to be considered. Moreover, he pointed out that the problem would become more difficult if the allocation was too long delayed.

Mr. Wozencraft made a plea for a comprehensive study of the respective merits of the 44-50 mc. and 78-84 mc. bands before any conclusion is reached on allocations. Asserting there should be a very complete analysis of the complicated evidence given during the hearing, he said it would be dangerous to hurry the allocations. He said, based on observations of his engineers, that the 78-84 mc. band could be used without undue hardship, and asserted he did not believe it was necessary to disturb the present television band. Declaring there was plenty of room in the 42-44 mc. band to accommodate FM stations, he suggested that the Commission might leave the lower television band available for the present visual stations assigned to it in New York, Chicago and Los Angeles, and then perhaps place FM stations on them in other parts of the country. For example, he said engineers believed that the 44-50 mc. band could be used in Boston and New York without interference.

Asserting that FM and television could well "grow together" and that the No. I television band might still be used in the three major cities without disturbing additional FM assignments on them, he declared that if it was taken away now, visual radio would be retarded.

### *Engstrom Recalled For Channel Data*

Chairman Fly recalled RCA Engineer Engstrom and inquired whether there would be any substantial loss to television if the No. I channel were assigned FM. The witness observed that while the placement of FM stations on the channel in addition to the television stations would not seriously impede the visual operations, it would not be as good as if the band were available for television all over the country. He said he would like to see television channels No. I and No. II reserved for the larger centers, which would give visual radio two bands below 56 mc. He pointed out that because of separation requirements Channels I, III, V and VII could be used in a city like New York, giving it four stations, whereas if the lower band were taken away only Channels II, IV and VI could be used there.

### *Kennedy Requests Low Frequency*

Zenith Engineer Brown, recalled to be questioned on television, said he would not like to see television disturbed since his own company's experiments on the No. I channel would be disrupted. Asked by Commissioner Craven whether he knew of any channels above the No. I and II bands which would give equivalent coverage and service, Mr. Brown said he did not.

Frank M. Kennedy, chief engineer of Don Lee Broadcasting System, licensee of W6XAO, the third station on television channel No. I, was then called, at the suggestion of Attorney Lohnes. Mr. Kennedy said his experience has been that propagation conditions in California require a low frequency and that he believed assignment of the lower band to FM would not be in the best interests of visual radio. He said that it was possible for the station to operate on the No. II television band but that it was not desirable.

The stormiest period of the eight-day hearing session developed when Mr. Wozencraft asked the Commission to authorize an engineering conference following the hearings to cover the allocations conflict. It was when the RCA counsel used the phrase "snap judgment" and urged the Commission not to use it, that Chairman Fly flew into a near-rage. Half rising in his chair, the chairman said the Commission had never "taken snap judgment" but that on the contrary it had exercised caution and that the industry might well do the same. Without making specific reference to the Commission's recent order reopening the television hearings April 8 because of RCA merchandising practices, the chairman said that ever since he had been on the Commission, it had given mature consideration to all matters and had not rushed things through. He then observed he did not like observations made several times during the hearings about hasty action.

Mr. Wozencraft immediately responded that perhaps he had made an unfortunate choice of language but that he simply wanted to impress upon the Commission the de-

● Last fall, Canadian farmers realized the greatest wheat and combined field crops in eleven years. *Bank Debits rose 19.8 points over 1938.* Then came war orders . . . more work and money for farmers and industries. Prosperity returned. Now, people are *spending* in the Canadian West. *This means greater potential sales for your product.* Command these sales at a low cost by placing your program on—

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CJAC Calgary, Alta.
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*Representatives:*

U.S.A-WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited

sirability of the informal technical conference, probably to be presided over by a Commission engineer.

### *Studebaker Gives Views of Educators*

Chairman Fly observed that, since all parties to the hearing had agreed not to place the 41-42 mc. educational channel in jeopardy, he presumed the educational group did not desire to present testimony. Dr. John W. Studebaker, U. S. Commissioner of Education, however, took the stand to place in the record an exhibit covering comments of various educational and related groups supporting retention of the non-commercial band for educational purposes. The purport of the exhibit was that organized education should retain its complete rights to the band. He was not cross-examined as to why so few educational organizations had taken advantage of the availability of assignments in the 1,000 kc. range, available for the last two years.

The last witness to appear was S. Howard Evans, who testified on behalf of the National Assn of Educational Broadcasters and the National Committee on Education by Radio, of which he is secretary. He urged an equalized allocation of FM, under which all stations in the same city would be given identical powers and facilities, rather than anything like the present system with several classes of stations assigned. He pointed out his organization had criticized the whole broadcast allocations for that reason. Urging wide-band FM, he said that in his conversations with educators he has found a deep interest in using facsimile for classroom work and that the multiplexing possibilities of wide-band would make that allocation method desirable.

Upon completion of the testimony by respondents, Mr. Fly called the second recess of the afternoon to consider the suggestion of Mr. Wozencraft that an engineering conference be authorized and that all parties be permitted to submit detailed briefs.

After the five-minute recess, Mr. Fly said the Commission had agreed to accept briefs, to be submitted by April 15 by individual respondents, but that it did not feel disposed to authorize the engineering conference. He said the Commission felt the hearing itself had been a thorough-going technical inquiry. While the Commission would not suggest a general conference, he said he saw no objection to the submission of additional material.

## Federal Union Decision Held to Apply to AFM

THE DECISION of Judge Peyton Gordon of the Federal district court for the District of Columbia March 25, holding that labor unions are subject to provisions of the Sherman anti-trust laws where their objectives are not "legitimate", was seen in radio circles as having a possible bearing on the current studies of the Department of Justice into activities of unions generally and more particularly the American Federation of Musicians. In his opinion, involving action of the Government against the truck drivers' union of the American Federation of Labor, Justice Gordon held that where labor unions use unlawful means to obtain their objectives, they are subject to the penalties of the anti-trust laws.

In the truck drivers' case, the union was charged with a conspiracy to compel several concrete mixing companies to hire members of the truck drivers' union rather than members of the operating engineers' union. In connection with the AFM situation, it is understood the Department is conducting studies to ascertain whether it is conflicting with the law under requirements that broadcasting stations hire fixed quotas of musicians irrespective of whether they need them.

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CLARENCE H. CALHOUN, Atlanta manufacturer of sirup concentrates who is identified with Sam Pickard, former CBS vice-president, in the lease operation of WGST, Atlanta, is affiliated with G. P. Stanley, cotton man of Greenville, S. C., in an application to the FCC for a new local station on 1500 kc. in Greenville. Dora Catherine S. Moss, also of Atlanta, has applied for a new 250-watt station on 1420 kc. in Macon.

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DIATHERMIZER Corp., Los Angeles (throat spray), new to radio, through Crundall & Lester Adv. Co., that city, having concluded a brief spot announcement test on KMJ, Fresno, Cal., on March 25 started using five weekly on KEX, Portland, and KJR, Seattle, in a similar campaign.

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WMCA, New York, has applied to the FCC for license to operate an FM transmitter on 43600 kc. and using 1,000 watts. It would be located on Bellevue Turnpike, near Kearney, N. J. [See page 19 for list of other FM applicants since publication of list of licensees and applicants as of March 13 in the March 15 BROADCASTING.]

## MAGNETIC STORM
### Stops Shortwave Broadcast From Abroad

LITTLE interference was caused domestic broadcasts by the March 24 magnetic storm which interrupted wire, cable and shortwave communications. Cancellation of several network programs resulted when shortwave transmissions from abroad were marred by the static storm.

A curious feature of the storm was the disabling of AT&T automatic repeater reversing equipment on transcontinental broadcasting circuits. AT&T remedied this trouble by operating the equipment manually and little disturbance was noted by listeners.

Early shortwave programs on March 24 were not affected, the magnetic storm not becoming troublesome until 11 a.m. CBS received an early broadcast from the Vatican in Rome and a news roundup at 9 a.m. The usual news summary by CBS correspondents abroad on *The World This Week*, 7-7:30 p.m., failed to come through. In its place, William H. Barton, curator of Hayden Planetarium, New York, and Dr. H. E. McNish, research expert in terrestrial magnetism of Carnegie Institute, Washington, held a two-way conversation on the astral physical war. The domestic roundup on the last half of the program went on as usual. NBC cancelled its European broadcast at 3:30 p.m. and 7 p.m. MBS also cancelled foreign pickups.

The 8-8:15 a.m. and 6:45-7 p.m. news roundups by CBS foreign correspondents failed to come through March 25 and domestic roundups were substituted. By March 26 the European transmissions were coming through again.

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### AFRA Signs NBC-Hollywood

LOS ANGELES chapter of American Federation of Radio Artists and NBC, Hollywood, on March 25 signed a contract covering network staff announcers. Pact calls for a substantial increase in wages and improved working conditions. Don E. Gilman, NBC western division vice-president, and I. B. Kornblum, executive secretary of Los Angeles Chapter, signed the contract.

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SEVENTH anniversary of the *WWVA Jamboree* was celebrated March 28 with the entire staff of the Wheeling station participating. To accommodate the studio audience, it was necessary to give three performances in addition to the regular two-hour show at the Wheeling Auditorium. Hillbilly entertainment and the inquiring mike constituted the programs.

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TIMES SQUARE Productions, new Hollywood motion picture production unit, headed by James Moore, has obtained film rights to *The First Nighter* program, sponsored by Campana Sales Co., on 50 CBS stations, Friday, 9:30-10 p. m. (EST). The firm plans to make a series of featurettes for major distribution.

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BROWN & WILLIAMSON Tobacco Co, Louisville (Avalon cigarettes) on April 16 will start a thrice-weekly *Sports Reviews*, featuring Charlie Grimm, formerly manager of the Chicago Cubs, on WBBM, Chicago. Russell M. Seeds Co., Chicago, is agency.

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SUNSPOTS which marred communications March 24 were responsible for the isolation of the transmitter and the studios of CBL, Toronto, from 2:03 to 4:12 p.m. The 26-mile telephone line was out of commission between the Toronto studios and the transmitter at Horuby, Ont.

**THE SOOTHING** hum of a dentist's torture machine augured sweet listening to Oklahoma listeners as WKY, Oklahoma City, took its mikes to the Oklahoma Dentists Convention. Bob Eastman, special events announcer, got stuck with the chair assignment while Perry Ward, special events chief, describes proceedings. Dr. Frank P. Bertram is wielding the excavator.

### McAn Shoe Offer

MELVILLE SHOE Co., Boston (Thom McAn shoes), on March 29 started offering free to listeners to its quarter-hour United Press news programs a 22 x 32-inch colored map of the world, surrounded by pictures of outstanding news events in 1939. Stations carrying the programs are WABC, New York; WNAC, Boston; WEAN, Providence; WBBM, Chicago; WWJ, Detroit; KYW, Philadelphia, and WDRC, Hartford. Listeners may receive the maps upon request at local Thom McAn shoe stores. The events depicted on the map were selected by UP and CBS. Neff-Rogow, New York, is agency.


**ENLIST**

***enlist***
in the Women's Field Army of the American Society for the Control of Cancer, and help in the intensive war against this disease.

***educate***
yourself and others to recognize early symptoms that may indicate cancer.

***save***
some of the 150,000 who may die this year unless promptly treated. Early cancer can be cured.

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# Schedule of Major and Minor Baseball Sponsorship

## General Mills and Co-Sponsors

THE LIST of games scheduled by General Mills and affiliated sponsors, as of March 27, with cities, stations, announcers and sponsorship setup, follows:

BALTIMORE—WCBM, Lee Davis, home and away games except Sundays of the Orioles, co-sponsored by General Mills and Atlantic Refining Co.

SYRACUSE — WSYR, Nick Stemmler, home and away games except Sundays and holidays of Chiefs, co-sponsored by General Mills and Atlantic Refining Co.

WASHINGTON—WJSV, Arch MacDonald, home and away games except Sundays and holidays at home of Nationals, co-sponsored by General Mills and Procter & Gamble Co.

PHILADELPHIA — WCAU, Bill Dyer, home games of Phillies and Athletics, co-sponsored by General Mills and Socony-Vacuum Oil Co.

CHICAGO—WBBM, Pat Flanagan, home games of Cubs and Sox, co-sponsored by General Mills and company not yet announced.

DETROIT—WWJ, Ty Tyson, home and away games of Tigers, co-sponsored by General Mills and Socony-Vacuum Oil Co.

KNOXVILLE—WNOX, Lowell Blanchard, home and away games except first home and home Sunday and holiday games of Smokies, co-sponsored by General Mills and B. F. Goodrich Co.

LOUISVILLE—WAVE, Don Hill, home and away games except first home and home Sunday and holiday games of Colonials, co-sponsored by General Mills and B. F. Goodrich Co.

QUINCY—WTAD, Bob Lee, home games of St. Louis Cardinals and Browns, sponsored by General Mills.

WICHITA—KFH, Larry Stanley, home and away games of St. Louis Cardinals and Browns and some American League games, co-sponsored by General Mills and Socony-Vacuum Oil Co.

SAN ANTONIO — KABC, Dave Young, home and away games of Missions, co-sponsored by General Mills and B. F. Goodrich Co.

INDIANAPOLIS—WIRE, El Prough, home and away games except first home and home Sunday and holiday games of Indians, co-sponsored by General Mills and Socony-Vacuum Oil Co.

COLUMBUS—WCOL, announcer un-selected, home and away games except first home and Sunday and holiday home games of Red Birds, co-sponsored by General Mills and Socony-Vacuum Oil Co.

NEW ORLEANS—WDSU, announcer un-selected, home and away games of Pelicans, sponsored by General Mills.

MICHIGAN NETWORK (WFDF WBCM WELL WJIM WKZO WOOD WIBM)—Harry Heilmann, home and away games of Tigers, co-sponsored by General Mills and Socony-Vacuum Oil Co.

DENVER — KLZ, Jack Fitzpatrick, 120 games of home and away games of Cubs, home games of St. Louis Cardinals and a few other major league games, co-sponsored by General Mills and company not yet announced.

ALBANY—WABY-WOKO, Sherb Herrick and Gren Rand, home and away games except Sundays and holidays home games of Senators, co-sponsored by General Mills and Atlantic Refining Co.

PITTSBURGH—KDKA and WWSW, Rosey Rowswell, home and away games except Sundays and holidays home games of Pirates, co-sponsored by General Mills and Atlantic Refining Co.

DALLAS — WRR, Charlie Jordan, home and away games of Rebels, co-sponsored by General Mills and Coca-Cola Bottling Co.

OKLAHOMA CITY—KOCY, Ed Andrews, home and away games except Sunday and holidays of Indians, co-sponsored by General Mills and company not yet selected.

ST. LOUIS—KMOX, France Laux, home games except Sundays and holidays of Cardinals and Browns, co-sponsored by General Mills and Socony-Vacuum Oil Co.

ATLANTA—WAGA, announcer not yet selected, home and away games of Crackers, co-sponsored by General Mills and B. F. Goodrich Co.

CHARLOTTE—WBT, Russ Hodges, schedule not set of Washington Senators, sponsored by General Mills.

BUFFALO—WGR, Ralph Hubbell, home and away games except Sundays and holidays of Bisons, co-sponsored by General Mills and Atlantic Refining Co.

BROOKLYN—WOR, Red Barber and Al Helfer, home and away games except several Sunday home games of Dodgers, co-sponsored by General Mills and Procter & Gamble Co.

NORFOLK—WTAR, Blair Eubanks, home and away except Sunday and holiday games of Tars, co-sponsored by General Mills and company not yet announced.

KANSAS CITY—KCKN and WREN, Walt Lochman, home and away except first home and home Sunday and holiday games of Blues, co-sponsored by General Mills and Socony-Vacuum Oil Co.

SPRINGFIELD, Mo.—KGBX, Tom Kelly, minimum of 65 night games of local Western Assn. club, starting May 1, sponsored by General Mills.

MILWAUKEE—WISN, Alan Hale, home and away except first home and home Sunday and holiday games of Brewers, co-sponsored by General Mills and Socony-Vacuum Oil Co.

MINNEAPOLIS — WMIN, Halsey Hall, home and away except first home and Sunday and holiday home games of Millers, co-sponsored by General Mills and Socony-Vacuum Oil Co.

ST. PAUL—WTCN, George Higgins, home and away except first home and Sunday and holiday home games of Saints, co-sponsored by General Mills and Socony-Vacuum Oil Co.

IOWA NETWORK (KRNT KFAB KMA WNAX)—Gene Schumate, home and away games of St. Louis Cardinals and some American League games, co-sponsored by General Mills and Socony-Vacuum Oil Co.

CLEVELAND — WCLE, Jack Graney, home and away except Sundays and holidays of Indians, co-sponsored by General Mills and Socony-Vacuum Oil Co.

DULUTH—KDAL, announcer not selected, home and away games of Dukes, co-sponsored by General Mills and un-announced co-sponsor.

GRAND FORKS—KFJM, Elmer Hanson, home and away games of Chiefs, co-sponsored by General Mills and un-announced co-sponsor.

NEWARK—WNEW, Earl Harper, home and away games except Sundays and holidays of Bears, sponsored by General Mills, Atlantic Refining Co., and possible third sponsor.

SAN FRANCISCO — KGO, Ernie Smith, home and away games except home Sunday games of Seals, co-sponsored by General Mills and B. F. Goodrich Co.

OAKLAND—KROW, Dean Maddox, home and away games except Sunday games of Oaks, co-sponsored by General Mills and B. F. Goodrich Co.

PORTLAND—KEX, Rollie Truitt, home and away except Sunday home games of Beavers, co-sponsored by General Mills and B. F. Goodrich Co.

BOISE—KIDO, Roy Civille, home and away games of Pilots, co-sponsored by General Mills and Sperry Products Co.

SALT LAKE CITY—KUTA, Bill Sears, home and away games of Bees, co-sponsored by General Mills and B. F. Goodrich Co.

SEATTLE—KJR, Leo Lassen, home and away except Sundays and holidays of Rainiers, co-sponsored by General Mills and B. F. Goodrich Co.

SPOKANE—KGA, Pat Hayes, home and away games of Hawks, co-sponsored by General Mills and B. F. Goodrich Co.

WENATCHEE—KPQ, Hal Thomas, home and away games except Sundays and holidays of Chiefs, co-sponsored by General Mills and B. F. Goodrich Co.

TACOMA—KMO, Jerry Geehan, home and away games except home Sunday and holiday games of Tigers, co-sponsored by General Mills and B. F. Goodrich Co.


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## Atlantic Refining

THE Atlantic Refining schedule, with teams, stations and announcers, follow (* indicates co-sponsorship):

**NATIONAL LEAGUE**

PHILADELPHIA PHILLIES (all home games)—WIP, Philadelphia, and special network including WSAN, Allentown; WBAB, Atlantic City; WEST, Easton; WKBO, Harrisburg; WAZL, Hazleton; WGAL, Lancaster; WEEU, Reading; WILM, Wilmington; WORK, York. Announcer: Byrum Saam.

PITTSBURGH PIRATES* (70 road and home games)—KDKA-WWSW, Pittsburgh. Announcer: Rosey Rowswell.

BOSTON BEES* (32 home games)—WAAB, Boston, and network including WICC, Bridgeport; WSAR, Fall River; WHAI, Greenfield; WTHT, Hartford; WLNH, Laconia; WLLH, Lowell; WFEA, Manchester; WNBH, New Bedford; WNLC, New London; WBRK, Pittsfield; WEAN, Providence; WSYB, Rutland; WSPR, Springfield; WATR, Waterbury. Announcer: Jimmy Britt.

**AMERICAN LEAGUE**

PHILADELPHIA ATHLETICS (all home games)—Same as Phillies.

BOSTON RED SOX* (32 home games)—Same as Bees.

**INTERNATIONAL LEAGUE**

BALTIMORE ORIOLES* (27 home and 28 road games)—WCBM, Baltimore. Announcer: Lee Davis.

BUFFALO BISONS* (31 home and 31 road games)—WGR-WKBW, Buffalo. Announcer: Ralph Hubbell.

NEWARK BEARS* (32 home and 32 road games)—WNEW, New York. Announcer: Earl Harper.

ROCHESTER RED WINGS* (77 home and 77 road games)—WSAY, Rochester. Announcer: Jack Barry.

SYRACUSE CHIEFS* (27 home and 28 road games)—WSYR, Syracuse. Announcer: Nick Stemmler.

**EASTERN LEAGUE**

ALBANY SENATORS* (35 home and road games)—WABY-WOKO, Albany. Announcers: Sherb Herrick and Gren Rand.

BINGHAMTON TRIPLETS (all home and road games)—WNBF, Binghamton. Announcer: Tom MacMahon.

ELMIRA PIONEERS (all home and road games)—WESG-WENY, Elmira. Announcer: Bill Pope.

HARTFORD LAURELS (all home and road games)—WTHT, Hartford. Announcer: Jack Lloyd.

SCRANTON RED SOX (all home and road games)—WGBI, Scranton. Announcer: Claude Haring.

SPRINGFIELD NATIONALS (all home and road games)—WSPR, Springfield. Announcer: Ed Kennedy.

WILKES-BARRE BARONS (all home and road games)—WBAX, Wilkes-Barre. Announcer: Harry Thomas.

WILLIAMSPORT GREYS (all home and road games)—WRAK, Williamsport. Announcer: Sol Wolf.

**SOUTH ATLANTIC LEAGUE**

AUGUSTA TIGERS (all home and road games)—WRDW, Augusta. Announcer: Thurston Bennett.

JACKSONVILLE TARS (all home and road games)—WJAX, Jacksonville. Announcer: Jack Rathbun.

SAVANNAH INDIANS (all home and road games)—WTOC, Savannah. Announcer: Windy Herrin.

**PIEDMONT LEAGUE**

CHARLOTTE HORNETS (all home and road games)—WSOC, Charlotte. Announcer: Paul Norris.

RICHMOND COLTS (all home and road games)—WRTD, Richmond. Announcer: Hugh Carlyle.


NEED FULFILLED

TROY—City of 119,000 gets commercial Radio Station April 15th. WTRY will also cover Albany and Schenectady. Send for rate card.

WTRY

TROY, N.Y.

1000 WATTS • 950 KC.

## Big Oakite Campaign

OAKITE PPODUCTS Co., New York, the middle of April will start a *Spring Carnival* campaign for its cleanser, using a series of song-jingle programs by "that spotless little man, Okey Oakite" on stations in major markets throughout the country. Calkins & Holden, New York, is the agency, and Grombach Productions, New York, is producing the series.


*For A Big Chunk of Illinois—Use*

WSOY

*Serves the World's Soybean Center—Central Illinois*

$32,000,000 Soybean crop alone. Great corn and livestock center, too. Much manufacturing. Pop. area, ¾ million. Retail business up 12 to 17%.

**WSOY** 250 W. **Decatur, Ill.** 18 hours daily


## Prizes for Flys

STANCO Inc., New York, during the week March 11-18 promoted an unusual merchandising stunt for Flit on its quarter-hour transcribed serial program *Meet Miss Julia*, heard on some 52 stations throughout the country, but centering around WIOD, Miami. The company released 2,001 flies all over Miami, 2,000 marked with silver and one, "Big Butch", marked with gold. Listeners bringing in the silver-spotted ones with an open can of Flit to WIOD received $5 per fly, but no one succeeded in capturing "Big Butch" worth $500. McCann-Erickson, New York, will not release the total number of flies brought in, nor will it state at this time whether the stunt will be extended to other markets.

## Sigma Delta Chi Adds Radio News for Awards

RADIO news writing has been added to the list of editorial accomplishments for which Sigma Delta Chi, national honorary journalistic fraternity, will hereafter offer annual service awards. Excellence in general reporting, editorial writing, foreign correspondence and Washington correspondence have been the usual fields in which competition for awards has been considered. Awards consist of a citation accompanied by a suitably engraved medal.

Judges for the competition announced by Elmo Scott Watson, president of the fraternity, are Frederic William Wile, *Washington Star;* Arthur Krock, *New York Times* Washington correspondent; Paul Scott Mowrer, *Chicago Daily News* editor; John W. Owens, *Baltimore Sun* editor-in-chief; Roy Roberts, *Kansas City Star* managing editor.

Deadline for nominations has been set for May 15. The winners will be announced during the fraternity's annual convention in Des Moines early next fall.

## Luxor Cosmetics Adds

LUXOR Ltd., Chicago, (cosmetics), the last week in March started its quarter-hour twice-weekly transcribed *Musical Powder Box* variety show on WGN, Chicago, and WTAM, Cleveland. On April 2 the schedule will be expanded to include WJR, Detroit. Featured on the programs are Eddie Howard, singer; Lou Adrain's Orchestra, and Syd Symonds, Hollywood makeup expert. Lord & Thomas, Chicago, handles the account.

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*associated with Jansky & Bailey*
Russ Bldg., San Francisco, Cal.

**Frequency Measuring Service**
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

**CLIFFORD YEWDALL**
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
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# CLASSIFIED *Advertisements*

**Help Wanted and Situations Wanted, 7c per word.** All other classifications, 12c per word. **Bold face** listings, double. **BOLD FACE CAPS,** triple. **Minimum charge $1.00. Payable in advance.** Count three words for box address. **Forms close 10th and 25th of month preceding issues.**

### Help Wanted

**Wanted—Production manager** and stockholder in a good station. Box A764, BROADCASTING.

**Employees**—Let us help you get a position through out National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

**Advertising Salesman**—Permanent position and liberal commission to one who can produce. Excellent territory. Give full particulars, age, experience, references in first letter. WGRM, Greenwood, Miss.

**Experienced Salesman**—wanted for 5 KW Western NBC affiliate station city 50,000. Nominal starting salary but unusual opportunities, advancement. Must have best references and outstanding record. Write airmail fully. Box A761, BROADCASTING.

**Engineer**—Graduate with recent experience in medium and high power radio transmitter design and manufacture. Age 27-37; location eastern U. S. Please do not apply unless thoroughly experienced in this line. Address A-38, P. O. Box 3443, Philadelphia, Pennsylvania.

**Wanted**—Experienced radio salesman for local station southwestern city, 15,000 population. Must be producer, clean worker; good copywriter. Tell all including salary needed start. Address Box A754, BROADCASTING.

**Engineer Radio**—Graduate engineer with recent experience in design and adjustment of directional antennae and phasing circuits. Equipment design experience desirable. Age 27-37. Give full particulars or no reply. Location East. Address W-37, P. O. Box 3571, Philadelphia, Pennsylvania.

**Mid-west agency**—well established and fast-growing, would be interested in contacting account executive, with or without billing, who has a PROVEN sales record in getting accounts, preferably radio. Good opportunity for capable man. Replies will be held strictly confidential. Write Box A750, BROADCASTING.

### Situations Wanted

**Continuity Writer-Announcer**—Experienced; spot, commercial and program copy writing; references. Box A765, BROADCASTING.

**Operator** (First Class Phone)—Announcer. Musical (piano) experience. Go anywhere. Salary secondary. Box A756, BROADCASTING.

**Recording Engineer**—Owning complete professional studio equipment, desires production or business man partner, or agency affiliation. Box A753, BROADCASTING.

### Situations Wanted (Continued)

**Commercial Manager**—Regional, local station. Experienced. Exceptional Record. Agency contacts. Employed. Box A763, BROADCASTING.

**Continuity writer, announcer**—male, 25, Christian, German descent, married, experience as free-lance writer, dramatist, university-trained, journalist background, will travel. Box A755, BROADCASTING.

**Announcer - Operator** — experienced, good diction, delivery, personality. Can do spot and copy writing. Transcription, references. Available immediately. Box A752, BROADCASTING.

**News - Continuity**—experienced newscaster, distinctive voice, writes own script, also continuity, program ideas. Box A759, BROADCASTING.

**Young, experienced,** topnotch announcer-salesman now employed desires change. Would like to M.C. morning broadcast followed by outside sales. Will arrange to go anywhere for interview. Must have salary guarantee. Box A758, BROADCASTING.

**Production Man**—fourteen years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A762, BROADCASTING.

**Manager**—Young with outstanding background of experience in all phases of broadcasting including extensive sales. An opportunity to present my story and evidence will convince you. Affiliated with major network station in key city. Box A757, BROADCASTING.

**Employers**—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau. Box 864, Denver, Colo.

**Agency Radio Director**—with proved record station management, sales, promotion, program creation and production desires to locate with new or established station as *sales manager*. Young (aged 30), has specialized in producing sound ideas that sell for local and regional advertisers. Sober, industrious, ambitious, personable; now employed by nationally known firm specializing in production of radio campaigns for local and regional advertisers. Available on two week's notice. Go anywhere there is a job to be done. Box A751, BROADCASTING.

### Wanted to Buy

**Two standard make** used 78 and 33 1/3 turntables with or without pickups. Describe fully. Box A760, BROADCASTING.

# ASCAP Boost Stirs Industry

(*Continued from page 11*)

HEALTHY and chirpy are these little chicks, nurtured amidst the kilowatts of WLW, Cincinnati, under direction of Ed Mason, farm program director. The 25 downy studio guests are devotees of the Purina line of poultry edibles, for whom Mason announces.

## Joint Baseball Sponsors

FOR THE second consecutive year the play-by-play broadcasts of the Cubs and White Sox games on WJJD, Chicago, will be jointly sponsored by Congress Cigar Co., Newark (La Palina cigars), through Marschalk & Pratt, New York; Walgreen Drug Co., Chicago, through J. Walter Thompson Co., Chicago; Gillette Safety Razor Co., Boston, through Maxon Inc., Detroit. Charlie Grimm, former manager of the Cubs, and Lew Fonseca, former manager of the White Sox and now promotional director of the American League, will handle the broadcasts as they did last year.

### Deficit of Eight Cents

ARRANGEMENT whereby the city of Camden, N. J., operates WCAM and pays all expenses, in return receiving $20,000 a year from the Mack Sales Co., which sells all the available broadcasting time, resulted in an 8-cent deficit to the city for 1939 operation, according to Mayor Brunner.

### Eno Plans to Add

J. C. ENO, U. S. Ltd., on April 15 will start a 52-week series of five-minute musical electrical transcriptions on WOR, Newark, Mondays, Wednesdays and Fridays, 9:50-9:55 a.m. and Thursdays and Saturdays, 9:45-9:50 a.m. Agency in charge is Atherton & Currier, New York, which stated that more stations might be added later in April.

ably be 5%, the same as will be paid by those individual stations with which the Michigan Network competes. Similarly a hookup of two low-powered stations, each of which pays an individual 3% rate, would probably be assessed at 3% for the network programs.

Asserting that the ASCAP charges are based on the value received from the use of ASCAP copyrighted music by the station or network broadcasting such music, Mr. Paine said that if a single major station pays 5% then it is not unreasonable for a national network to pay 7½% since it makes much wider use of the music. Although the ASCAP plan may seem simple on first inspection, he said, its compilation has taken months and months of study during which the ASCAP radio committee went over the records of every station in the country. In addition, he explained, field men made personal calls on 120 stations and discussed in detail with the broadcasters a wide variety of possible licensing plans. Lengthy reports of these conversations were submitted to the committee, he said, and were carefully studied.

### Should be Pleased!

Declaring that approximately 300 of the nation's broadcasters will, under the proposed plan, find their ASCAP payments cut in half, and that some 500 broadcasters will pay "substantially less" than at present, he said that the broadcasters should be "greatly pleased" with the plan.

ASCAP sought to produce figures to justify its claim that broadcasters should pay additional revenue. Charges and countercharges developed, with the result that only a matter of hours after ASCAP's proposition, both Tin Pan Alley and the daily and trade press were filled with a babble of conflicting claims.

Mr. Paine, for example, held that 75% of radio programs are composed of music from ASCAP's repertoire. BMI immediately disputed the figures, citing surveys made by NBC and FCC showing that music occupied less than 60% of all broadcast time and indicating that the amount of time devoted to music on the air is decreasing year by year rather than increasing as ASCAP contends. BMI denounced as "even more incorrect and misleading" the ASCAP claim that music constitutes 70% of the material used in commercial time on the air. Quoting the NBC survey, it said that only 20.7 of all time on sponsored programs was devoted to music.

### Setting the Pace

TO DEVELOP new sources of supply for radio music, WOV, New York, during its *Opera Hour* programs, is presenting a series of spot announcements inviting those contemplating careers as lyricists and composers to submit their work along those lines to WOV's music department. Also included in the announcements is the suggestion that all compositions be copyrighted before submitting for protective purposes. Those compositions showing promise will be turned over to Broadcast Music Inc., of which WOV is a member.

## ASCAP Hearings

MOTION of William J. Hotz, attorney for the State of Nebraska, for a new trial of the suit to test the constitutionality of the Nebraska anti-ASCAP law was heard March 25 by the same three-judge court which in a previous unanimous decision found the law to be unconstitutional. Court has taken the matter under advisement and will hand down a written decision, probably within the near future. Next suit in the chain of actions filed by ASCAP to test the constitutionality of the various anti-ASCAP state legislation will be held April 15 before a Federal statutory court in Gainesville, Fla. ASCAP, seeking a permanent injunction against the State's enforcement of the Florida anti-ASCAP law, will be represented by Louis D. Frohlich of Schwartz & Frohlich, ASCAP counsel.

TEL-PIC Syndicate, New York, reports that KIEM, Eureka, Cal., KSAN, San Francisco, and KUIN, Grants Pass, Ore., have signed for its display service plan making a total of 103 subscriber stations.

BULLETIN No. 22, *Decisions of the United States Courts Involving Copyright 1938-1939*, is now ready for distribution at 75c per copy by the Government Printing Office, Washington.


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RADIO RECEPTOR CO., INC.
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COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri

# Ethyl Case Seen Supporting Radio In Using Records

### Bennett Finds Analogies in Supreme Court Opinion

THE OPINION of the Supreme Court March 25 in the Ethyl Gasoline Corp. case, holding that restrictions imposed upon the use to which an article may be put after it has been purchased in regular channels of commerce are illegal, was construed by legal observers in Washington as directly applicable to performance of phonograph records over broadcast stations.

Andrew W. Bennett, Washington counsel for National Independent Broadcasters, in a letter March 26 to President Harold A. Lafount of NIB, asserted the court stated in positive terms that in the case of the Ethyl Gasoline formula, the parent company could not control its use through the retailer.

He said the case was analogous to the situation confronted by the broadcasting industry regarding restrictions on performance of phonograph records, and that the opinion should tend eventually to clarify that issue. Mr. Bennett last February [BROADCASTING March 1] had advised independent stations they could perform phonograph records without paying tribute to various groups seeking compensation if they purchased the records in regular channels of commerce and if they refrained from use of the name of the recording artist or the record manufacturer.

#### Rights Relinquished

The Supreme Court in the gasoline case unanimously held that conditions and restrictions imposed by Ethyl Corp. on the resale of Ethyl gasoline are illegal. The court said that such contracts or combinations which are used "to obstruct the free and natural flow in the channels of interstate commerce of trade even in a patented article, after it is sold by the patentee or his licensee, are violations of the Sherman Act." The court said that by its sale to refiners, Ethyl Corp. relinquished its exclusive rights to use the patented fluid and it relinquished to licensed jobbers its exclusive rights to sell the fuel by permitting the refiners to manufacture and sell the fuel to them.

Applying the court's conclusion to the attempted restrictions sought to be imposed on use of phonograph records by record manufacturers and the National Assn. of Performing Artists, Mr. Bennett said both claimed they had a "common law copyright". He pointed out the Supreme Court repeatedly has held that an article subject to copyright protection is no different than one subject to patent protection.

"When the recording artists perform a musical composition for the record manufacturer with knowledge that records will be manufactured and sold, and when the manufactured records are sold to distributors, any exclusive right of the artists to use and sell the recorded rendition is exhausted," he declared. "The sale of the records to distributors exhausts the alleged common law copyright and neither the recording artists nor the manufacturer may exercise any further control over the records."

Thus Mr. Bennett concluded that the Supreme Court opinion confirms his observation of last February that a station may lawfully broadcast a phonograph record if it purchases the record in regular channels of commerce and if it limits a broadcast to recreating the sounds on the phonograph record and does not in any way make use of the names of the artists or of the record manufacturers.

Coincident with this development, it was reported that dissatisfaction had cropped up among recording artists, particularly those on the Decca list, because of that company's ban on the use of its records by stations. Whereas the record manufacturers have held that radio performances hurt record sales, the Decca artists contend that non-performance on the air results in loss of income and repute.

BIRTHDAY felicitations flew thick and fast at KDKA, Pittsburgh, on March 19 when Fort Pitt Brewing Co.'s *Tap Time* program started its third year on the air. S. D. Gregory, KDKA general manager, during the observances presented to Sponsor Mike Berardino a mammoth birthday cake decorated with a replica of the KDKA transmitter and tower. Grouped around the cakemaker's dream here are (l to r) Walter Horn, KDKA salesman; Maurice Spitalny, musical director of the station; Mr. Berardino; Mr. Gregory; Ferris Feland, producer, and Harry Veith, BBDO account executive.

### Summoned

ABSORBED in editing teletype releases in the news room of WNAX, Yankton, S. D., News Editor Ray Clark was electrified as an announcement came over the studio loudspeaker, "And now we turn you over to Ray Clark, who is conducting an inquiring mike in the studio auditorium." Bewildered at his apparent lapse of memory, he rushed to the auditorium only to learn the announcement was part of an already transcribed program in which his inquiring mike interview had been featured.

## BARD OF BOSTON
### Promotion Drive Moves Agency
### Official to Poetry

AS A RESULT of the latest promotion campaign of WBZ-WBZA, Boston-Springfield, G. A. Holcomb, of Alley & Richards Co., Boston, was moved to poetry. For weeks Sales Manager Frank Bowes had regaled Holcomb and other time-buyers with samples of products advertised on the station. The poetry:

I'm gassed and I'm candied,
Carnationed and floured,
With radio products
Each day I am showered.

I'm flattered and favored
Like Count de Ciano*
But please Mr. Bowes
Don't send a piano.

* If you know a better rhyme with piano—go to it.

## Canada Political Time

PRELIMINARY figures show that Canadian broadcasters, with the exception of those in Quebec province, sold political candidates a total of 623½ hours of time during the six-week general election campaign ended March 23 for the election held March 26. Figures for Quebec province were not available, but Quebec stations sold more time than those of other provinces of the Dominion, and it is estimated that with the Quebec figures included a total of about 800 hours of commercial time sold to candidates. Small stations did better on the political broadcasts than the large stations, due largely to other commercial commitments, the data reveal.

#### Bucks for Hams

CONTEST for children only is sponsored by the St. Louis Independent Packing Co. (Maryrose Hams) and heard over KWK, St. Louis, and KWOS, Jefferson City, Mo. Contestants obtain entry blanks from dealers and get signatures of five housewives pledging to buy Maryrose Hams for Easter. Each entrant receives a pocket knife free. A dollar bill is given every evening to the child submitting the largest list the previous day. The wholesaler then is able to sell the dealer more hams, on the strength of the number of pledges in that neighborhood.

## Foreign Copyright Suits Seek to Recover Funds

SUITS against the Staatlich Genehmigte Gesellschaft der Autoren, Komponisten und Musikverleger (AKM) and the Staatlich Genehmigte Gesellschaft suz Verwertung Misikalischer Urheberrechte (STAGMA), Austrian and German organizations similar to ASCAP in the United States, have been filed in the New York State Supreme Court by six members of AKM who have received no payment from AKM since the German anschluss in 1938, when AKM was taken over by STAGMA. In attempting to collect payments due the plaintiffs, A. Walker Socolow, New York attorney who is author of "The Law of Radio Broadcasting," has attached money owed to AKM by ASCAP, which licenses the use of music in the AKM catalog in this country.

ASCAP is opposing this attachment, claiming that since the AKM affairs are now being handled by STAGMA, ASCAP can apply its debt to AKM against STAGMA's debt to ASCAP, according to Mr. Socolow, who says that the suit will be a test case to settle the legality of ASCAP's attitude.

## New Lorillard Series

P. LORILLARD Co., New York, on April 16 will start the *Ripple Roundup*, a ten-minute thrice-weekly program on WWL, New Orleans, in the interests of Ripple Roll-your-own cigarette tobacco. The program will feature hillbilly music, Tuesdays, Thursdays and Saturdays, 12:05-12:15 p.m. Agency is Lennen & Mitchell, New York.

#### 'Big Town' Contract Parley

LAWTON CAMPBELL, radio director of Ruthrauff & Ryan, has returned to New York from Hollywood where he discussed a new radio contract with Edward G. Robinson, star of the CBS *Big Town* program, sponsored by Lever Bros. (Rinso). Also in Hollywood for the discussions was Cal McCarthy, agency executive on the Rinso account. Outcome of the conferences is being closely guarded. It is known that when in New York recently Robinson was asked to take a 20% cut from his present salary of $6,500 per week for next season. It is reported in Hollywood that Robinson made a counter proposal to Campbell which includes a salary increase for the new fall term. Current contract terminates in June.


The Chosen One

When choosing a station on Canada's West Coast, remember, CJOR is chosen by MORE National advertisers, because CJOR gives MORE service . . . coverage . . . results!

CJOR

Vancouver, B. C.

*National Representatives:*

Joseph Hershey McGillvra



More National Advertisers used CHNS last year than ever before. Now is the time to make sure of summer bookings.

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

Additional coverage provided at no additional cost by our shortwave station CHNX

# Network Accounts

**All time EST unless otherwise indicated.**

### New Business

GILLETTE SAFETY RAZOR Co., Boston, on May 4 only sponsors the *Kentucky Derby* on 87 CBS stations, 6:15-6:45 p.m. (DST). Agency: Maxon Inc., N. Y.

TEXACO Co., New York (gasoline), on March 25 started news programs on 14 Texas State Network stations, Mon. thru Sat. 7:30-7:45 p.m. and on 2 TSN stations, 7:45-8 p.m. Agency: Buchanan & Co., N. Y.

PEPSI-COLA Co., Long Island City (soft drink), on April 30 starts news program on 112 CBS stations, Tues., Thurs., Sat., 6-6:05 p.m., (repeat, 10:55-11 p.m., and 11-11:05 p.m.) (EDST). Agency: Newell-Emmett Co., N. Y.

CUDAHY PACKING Co., Chicago (food products—Dutch cleanser), on April 1 starts *Bachelor's Children* on WGN, Chicago, and Don Lee Network, Mon. thru Fri., 1:45-2 p.m. (WGN—11:15-11:30 a.m.). Agency: Roche, Williams & Cunnyngham, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), on March 23 started *Truth & Consequences* on 4 CBS stations, Sat., 9:45-10:15 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Crisco) on April 1 resumed *Vic & Sade* on NBC-Blue, Mon. thru Fri., 9:15-9:30 a.m., and NBC-Red, 2:45-3 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on March 25 resumed *Life Can Be Beautiful* on 23 NBC-Red stations, Mon. thru Fri., 10:15-10:30 a.m. Agency: Compton Adv., N. Y.

KNOX GELATINE Co., Johnstown, N. Y., on April 15 starts *Bob Garred Reporting* for 52 weeks on 6 CBS Pacific stations, Mon. Wed., Fri., 7:30-7:45 a. m. Agency: Kenyon & Eckhardt, N. Y.

CITIZENS ECONOMY BLOC OF CALIFORNIA, San Francisco, (political talks), on March 14 started for 9 weeks, *Legislature on the Air*, on 15 California Don Lee stations, Thurs., 6:15-6:30 p. m. Agency: Campaigns Inc., San Francisco.

### Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on March 25 renewed *Ellen Randolph* and shifted to 47 NBC-Red stations, Mon. thru Fri., 10:30-10:45 a. m. Agency: Benton & Bowles.

GEORGE A. HORMEL & Co., Austin, Minn. (Spam), on April 29 renews for 52 weeks *It Happened in Hollywood* on 38 CBS stations, Mon., thru Fri., 5:30-5:45 p. m. (EST). Agency, BBDO, Minneapolis.

CAMPBELL SOUP Co., Camden (soups), on April 1 renews for 52 weeks *Amos 'n' Andy* on 59 CBS stations, Mon. thru Fri., 7-7:15 p. m. (EST), with repeat 8-8:15 p. m. (PST). Agency: Ward Wheelock Co., Philadelphia.

HEALTHAIDS Inc., Jersey City (Serutan), on March 9 renewed for 52 weeks *Serutan Newscasts* on 31 Don Lee network stations, Sat., Sun., 9-9:15 p. m. (PST). Agency: Austin & Spector Co., N. Y.

GENERAL MILLS Inc., Minneapolis (Corn Kix), on March 4 renewed for 52 weeks *Beat the Band* on NBC-Red Sun., 6:30-7 p.m. Agency: Blackett-Sample-Hummert, Chicago.

MBS cooperative program *Show of the Week*, on March 31 was renewed for 13 weeks on 14 MBS stations, Sun., 6:30-7 p.m.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on May 4 renews for 52 weeks *Hit Parade* on 102 CBS stations, Sat., 9-9:45 p.m. Agency: Lord & Thomas, N. Y.

GENERAL FOODS Corp., New York (Jell-O), on April 2 renews for 26 weeks *The Aldrich Family* on 64 NBC-Blue stations, Tues., 8-8:30 p. m. Agency: Young & Rubicam, N. Y.

CITIES SERVICE Co., New York (gas, oil), on May 3 renews for 13 weeks *Cities Service Concert* on 57 NBC-Red stations, Fri., 8-9 p.m. Agency: Lord & Thomas, N. Y.

GEO. A. HORMEL & Co., Minneapolis (Spam), on April 29 renewed for 52 weeks *It Happened in Hollywood* and shifted the program on 38 CBS stations, Mon. thru Fri., from 5:30-5:45 p.m. to 3:15-3:30 p.m. (DST). From April 30 through baseball season. WABC, New York, will have program 8:45-9 a.m., and WCAU, Philahelphia, 5:30-5:45 p.m. Agency: BBDO, Minneapolis.

### Network Changes

P. LORILLARD Co., New York (Old Gold cigarettes), on Mar. 26 shifted *Don't You Believe It*, on 31 Don Lee stations, Tues., Sat., 7:30-7:45 p.m. to Tues., Thurs., 9:15-9:30 p.m. (PST). (Also heard on 4 California McClatchy stations, Tues., Sat., 9:15-9:30 p.m.). Agency: Lennen & Mitchell, N. Y.

MENNEN Co., Newark (shaving cream), after the broadcast on April 12 will discontinue for the summer the *Quiziedoodle* program, starring Colonel Stoopnagle, currently on 8 MBS stations, Fridays, 8-8:30 p.m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

CUMMER PRODUCTS Co., Bedford, O. (Energine), on April 24 shifts *What Would You Have Done?* on 41 NBC-Blue stations, from Fri., 9:30-10 p.m. to Wed., 8:30-9 p.m. Agency: Stack-Goble Adv. Agency, Chicago.

STERLING PRODUCTS Co., New York (Ironized Yeast), on April 21 shifts *Good Will Hour* from 64 MBS stations, Sun., 10-11 p.m. to 50 NBC-Blue stations, Sun., 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

BRISTOL-MYERS Co., New York (Vitalis), on April 11 replaces *George Jessel* with *Mr. District Attorney* on 49 NBC-Red stations, Thurs., 8-8:30 p. m. Agency: Pedlar & Ryan, N. Y.

AMERICAN TOBACCO Co., New York (Half 'n' Half tobacco), on April 10 shifts *Ben Bernie* from 45 CBS stations, Sun., 5:30-6 p. m. to 52 CBS stations, Wed., 8-8:30 p. m. Agency: Young & Rubicam, N. Y.

CAMPBELL SOUP Co., Camden, N. J. (Franco-American spaghetti), on April 1 moves *Lanny Ross* from 45 CBS stations, Mon. thru Fri., 2-2:15 p. m. to 59 CBS stations, Mon. Wed., Thrus., Fri., 7:15-7:30 p. m. Agency: Ruthrauff & Ryan, N. Y.


**PUT 2 and 2 TOGETHER!**

- Prosperous Akron is in a spending mood.
- Akron listens regularly to

**WJW**

AKRON, OHIO

*Representatives*

Headley-Reed Company

**REPRESENTING** the four stations comprising the Minnesota Radio Network, these executives met in Minneapolis for their first annual business session and reported that business was very good. Left to right: Fred Schilplin, owner of KFAM, St. Cloud; Gregory Gentling, owner of KROC, Rochester; Ray C. Jenkins, general manager of KSTP and MRN; Ray Schwartz, manager of KYSM, Mankato.

## Parental Courage

DWIGHT NEWTON, who conducts the funnypaper broadcast for youngsters on KYA, San Francisco, each Sunday morning, labored before the mike for many anxious minutes recently, when, during the middle of his show, he learned his baby boy had swallowed some ant poison. Mrs. Newton, frantic, telephoned the station while Newton was on the air. She asked that a note be slipped under the studio door to him. He got the note—but the show had to go on and he finished his broadcast. In the meantime Mrs. Newton had given the baby antidotes and rushed him to a hospital. He recovered.

WESTINGHOUSE ELECTRIC Co., New York, on March 21 added KYUM, Yuma, to *Musical Americana* making a total of 99 NBC-Blue stations, Thurs., 8-8:30 p.m. Agency: Fuller & Smith & Ross, N. Y.

AIR CONDITIONING TRAINING Corp., Youngstown, Ohio, on March 31 shifts *Happy Jim Parsons* on 36 NBC-Blue stations Sun., from 10:45-11 a.m. to 11:30-11:45 a.m. Agency: National Classified Adv., Youngstown.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, effective May 7, will sponsor *Uncle Walter's Doghouse* (Sir Walter Raleigh tobacco) on Tuesdays at 9:30 CST on NBC-Red. *Plantation Party*, which replaces *Avalon Time* (Bugler tobacco), will be heard Wednesdays at 7:30 p.m. CST, on NBC-Red, with a rebroadcast at 10:30 p.m. *Home Town* (Raleigh cigarettes) will be aired on Fridays at 8 p.m. on NBC-Blue, with a rebroadcast at 10:30. Russell M. Seeds Co., Chicago, handles the account.

## Thrown by Kite

A CURE for kites will be welcomed by KLZ, Denver, where March zephyrs have attracted young followers of Ben Franklin. Two adolescents whose sky toy encountered some high tension wires pulled wires and all down, blacking out the North Englewood section as well as KLZ.

# Special Station Planned by Store

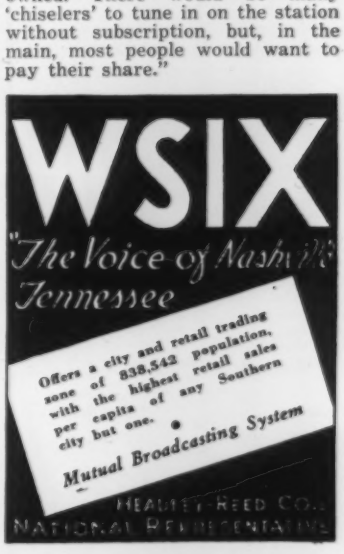
AN INNOVATION in broadcasting, under which a department store would provide service to its charge-account customers and abstain from all commercials, is contemplated by May Department Stores Co. of Los Angeles, an applicant for both a frequency-modulation broadcast station and a television transmitter, according to Gerald Fitzgerald, executive of that company.

In Washington for the FM hearings as an observer, Mr. Fitzgerald said his plan was to provide service for a nominal charge, perhaps $3 a year. Pointing out that many department stores, such as Gimbels, Bambergers and the Shepard Stores in Boston, had pioneered early radio, he said the May Company, as the first department store applicant for FM and television, hoped to lead in California.

### Program Problems

"The licensee buying its equipment from the first line companies has little if any mechanical problem," Mr. Fitzgerald declared. "Its greatest task is right programming. With the hundreds of thousands of charge account customers available to a department store, I should like to find an avenue of approach whereby they could elect a program board to give supervision to programs of their choosing; these programs to be completely varied in every way so that a full fare to suit all tastes would be included on the daily radio menu.

"There would be no commercials of any kind, probably not even the name of the store. A charge of $3 a year or some such sum, would be made to subscribers and they would be assured perfect programs. In the case of nationally important speeches and other programs, an arrangement could be made with the commercial station whereby in consideration of the huge extra listening audience furnished, the program could be relayed. It would be also possible to include, for a small extra charge, some kind of adaptor which would permit FM pickup without any change in the present radio owned by the listener; this, of course, would be dependent on the quality of receiver owned. There would be many 'chiselers' to tune in on the station without subscription, but, in the main, most people would want to pay their share."



WSIX
"The Voice of Nashville Tennessee
Offers a city and retail trading zone of 838,542 population, with the highest retail sales per capita of any Southern city but one.
Mutual Broadcasting System
HEADLEY-REED CO.
NATIONAL REPRESENTATIVES

# ACTIONS OF THE
# FEDERAL COMMUNICATIONS COMMISSION

## MARCH 14 TO MARCH 29, INCLUSIVE

## Decisions . . .

**MARCH 14**

NEW, C. T. Sherer Co., Worcester, Mass.—Denied CP 1200 kc 100-250 w unl.

NEW, Presque Isle Bcstg. Co., Erie, Pa. —Finally adopted proposed decision granting CP 1500 kc 100-250 w unl.

**MARCH 15**

MISCELLANEOUS — WJHP, Jacksonville, Fla., granted mod. CP new station re antenna, trans., studio; WJSV, Washington, granted license 50 kw, new trans., antenna; WNYC, New York, continued mod. license hearing to 3-29-40; WFDF, Flint, Mich., dismissed petition intervene applic. Thumb Bcstg. Co., Brown City, Mich.; State of Minnesota granted petition intervene WNYC applic. Star Printing Co., Miles City, Mont., granted continuance hearing to 5-1-40 re applic. new station, and applic. E. E. Krebsbach new station; WWRL, Woodside, L. I., granted extension time to 4-1-40 to file proposed findings re Brooklyn cases.

**MARCH 18**

MISCELLANEOUS—WHMA, Anniston, Ala., granted license increase to 250 w; KYUM, Yuma, Ariz., granted license new station; WATW, Ashland, Wis., granted mod. CP new station re trans., studio, trans., antenna.

**MARCH 20**

MISCELLANEOUS—WBOW, Terre Haute, granted CP change equip.; NEW, W. F. Huffman, Wisconsin Rapids, continued, pending action on motion to reconsider and grant, hearing on applic. CP. Add Applic.

**MARCH 22**

WSUN, St. Petersburg, Fla.—Granted consent voluntary assignment license to City of St. Petersburg.

WTMA, Charleston, S. C.—Granted consent voluntary assignment license to Atlantic Coast Bcstg. Co.

KGFI, Brownsville—License revoked effective 4-15-40 "because of unauthorized transfer of management, control and operation".

RETIRED TO CLOSED FILES—KFNF, Shenandoah, Ia., applic. CP new trans., increase power; WESG, Ithaca, N. Y., applic. CP granted 7-5-39, change equip.

TEMPORARY RENEWALS — KSUB, Cedar City, Utah; KWJB, Globe, Ariz.; KGBU, Ketchikan, Alaska; KXO, El Centro, Cal.; WMFJ, Daytona Beach, Fla.; KTHS, Hot Springs; WFMD, Frederick, Md.; KUSD, Vermillion, S. D.; WSM, Nashville (facsimile); KFAR, Fairbanks, Alaska; KFDM, Beaumont, Tex.; WCOC, Meridian, Miss.; WLBL, Stevens Point, Wis.; WMC, Memphis; WGST, Atlanta.

MISCELLANEOUS—W. Va. Newspaper Pub. Co., Morgantown, denied reconsideration & grant without hearing applic. new station 1200 kc 250 w unl. and granted order take depositions; Knoxville Bcstg. Co., Knoxville, Tenn., set for hearing applic. new station 1210 kc 250 w unl.; WLBZ, Bangor, Me., dismissed request transfer control to Congress Square Hotel Co. KDB, Santa Barbara, Cal., granted intervention applic. Worcester Bcstg. Corp., San Diego; State of Minnesota, dismissed motion continuance hearig applic. WNYC mod. license; NEW, Samuel M. Emison, Vincennes, Ind., granted motion dismiss without prejudice applic. CP 1420 kc 100 w unl.; WCOA, Pensacola, Fla., granted license new equip.; WFIG, Sumter, S. C., granted license new station 1310 kc, 100-250 w und.; WMSD, Muscle Shoals City, Ala., granted license increase power; WSYR, Syracuse, granted CP new trans.

MAIN orators at a recent Nutrena Mills regional meeting in Tulsa were Wm. C. Gillespie (left), manager of KTUL, and Oscar M. Straube, Nutrena president. They stopped at a Nutrena display to observe this patriotic emblem. Talent for the meeting was supplied by KTUL. Nutrena broadcasts a daily morning news program on KTUL.

**MARCH 29**

WSAL, Salisbury, Md.—License revoked effective March 31.

WMEX, Boston—Granted CP change antenna, new trans.

WSGN, Birmingham—Granted CP increase to 250 w N & D, move trans., new antenna.

KMJ, Fresno, Cal.—Granted mod. license N to 5 kw

KWLK, Longview, Wash.—Granted mod. license to 1370 kc unl.

NEW, Kaw Valley Bcstg. Co., Topeka, CP 1500 kc 250 w unl., set for hearing.

MISCELLANEOUS—WCPO, Cincinnati, denied hearing or rehearing applic. WCOL change to 1200 kc 250 w unl., which was granted without hearing 10-10-39; WWRL, Woodside, N. Y., extended effective date of Provision (3) of order 12-5-38 30 days from 3-30-40 in dockets 4029, 4050, 3941, 4302, 4331, 4622; WREN, Lawrence, Kan., referred to Commission en banc motion amend hearing notice by striking certain issues re applic. move studio, trans.; WKIP, Poughkeepsie, granted intervention and motion to enlarge issues re applic. Harold Thomas new station in Bridgeport, Conn.; West Va. Newspaper Pub. Co., Morgantown, granted supplemental petition order take depositions; KCMO, Kansas City, referred to Commission en banc motion dismiss motion to amend hearing notice re WREN applic.; KMBC, Kansas City, same; KCKN, Kansas City, same; Lookout Mountain Co. of Ga., granted motion dismiss without prejudice applic. new station.

## Applications . . .

**MARCH 15**

NEW, City Bcstg. Corp., New Haven—CP FM 1 kw.

NEW, E. Anthony & Sons, New Bedford, Mass.—CP FM 1 kw.

WBNY, Buffalo—Mod. license re hours.

WCOV, Montgomery, Ala.—CP increase to 250 w N & D.

KVIC, Victoria, Tex.—Mod. license to 250 w N & D.

WJHO, Opelika, Ala.—Mod. CP new station re equip.

NEW, Central Bcstg. Corp., Sanford, Fla.—CP 1380 kc 250 w unl., Class IV.

NEW, Huntsville Times, Huntsville, Ala.—CP 1200 kc 100 w unl. (facilities WBHP), amended to 250 w.

WHBU, Anderson, Ind.—CP new trans., change antenna.

KROW, Oakland, Cal.—CP increase 1 to 5 kw, new equip., directional N, move trans. to San Francisco, asks Class III-A.

**MARCH 18**

FM APPLICATIONS—John Lord Booth, Detroit, 42600 kc, 1 kw; WGAR, Cleveland, 43200 1 kw; Matheson Radio Co., Boston, 42600 1 kw; Lynchburg Bcstg. Corp., Lynchburg, Va., 42800 kc, 1 kw; Pittsburgh Radio Supply House, Pittsburg, 43000 1 kw; Piedmont Pub. Co., Minn. Bcstg. Co., Rochester, Minn., 43200 1 kw.

WKST, New Castle, Pa.—CP directional N, change to 1 kw unl.

NEW, Allegheny-Kiski Bcstg. Co., New Kensington, Pa.—CP 1420 kc 100 w unl., amended to 1120 kc 500 w D III-B.

NEW, S. M. Meeks Jr., Kerrville, Tex.—CP 1310 kc 250 w unl.

KRMC, Jamestown, N. D.—Vol. assign. license to Jamestown Bcstg Co.

KCRC, Enid, Okla.—CP move trans., studio, change antenna, increase to 1 kw.

NEW, Ralph L. Lewis, Greensboro, N. C.—CP 1370 kc 100 w unl.

**MARCH 21**

KTHS, Hot Sprigs Natl. Park, Ark.—CP, new trans., directional antenna N, change to 1060 kc 50 kw unl., amended re antenna, trans. site.

NEW, Seaboard Bcstg. Corp., Tampa, Fla.—CP 880 kc 250 w unl.

KMPC, Beverly Hills, Cal.—CP increase to 5 kw N & D, directional.

KTRB, Modesto, Cal.—Vol. assignment license to KTRB Bcstg. Co. Inc.

**MARCH 22**

NEW, NBC, Washington—CP Class II visual and CP FM.

WLPM, Suffolk, Va.—License new station.

Fontaine Fox for King Features

WMBG, Richmond, Va.—License new trans., increase power.

NEW, McDowell Service Co., Welch, W. Va.—CP 1310 kc 250 w unl.

W8XVH, Columbus—License high-freq.

NEW, NBC, Philadelphia—CP class II television.

NEW, NBC, Cleveland—CP FM.

WSJS, Winston-Salem, N. C. — CP change equip., directional antenna, increase to 1 kw, change to 600 kc, Class III B.

KRRV, Sherman, Tex.—Mod. CP change freq., etc. for new trans., change antenna.

NEW, NBC, Chicago—CP FM, CP Class II television.

WJAG, Norfolk, Neb.—CO change to 770 kc limited to WBBM, Change antenna, asks KFAB facilities, amended re day hours.

KIUP, Durango, Col.—CP new trans., increase to 250 w.

NEW, NBC, Denver—CP FM.

NEW, NBC, San Francisco—CP FM.

**MARCH 26**

NEW, Henry Joseph Walczak, Springfield, Mass.—CP television 1650 kc 250 w unl.

NEW, New York University, New York —CP educational station 41500 kc 250 w unl.

WLPM, Suffolk, Va.—Mod. license to 250 w N & D.

KOMA, Oklahoma City—CP new trans., increase to 50 kw, amended to 690 kc, move trans., request Class II station, change antenna.

NEW, Central Bcstg. Corp., Sanford, Fla.—CP 1380 kc 250 w unl., amended to 1550 kc 1 kw Class III.

WTAQ, Green Bay, Wis.—Mod. CP increase N to 5 kw, amended to directional.

KALE, Portland, Ore.—License move trans., new trans., change antenna, increase power.

NEW, Richard T. Sampson, Riverside, Cal.—CP 1420 kc 250 w unl., amended re equip., trans., change name to Riverside Bcstg. Co.

KARM, Fresno—Involuntary assignment to Gilbert H. Jertberg, executor of George Harm estate.

W9XZV, Chicago—Mod. license change freq., amended to ask Class II station.

**MARCH 27**

W3XMC, Washington—License new high-freq. station.

WKIP, Poughkeepsie, N. Y.—Mod. CP new station re trans.

NEW, Houston Printing Corp., Houston —CP FM 43000 1 kw.

WDLP, Panama City, Fla.—License new station.

NEW, Greenville Bcstg. Co., Greenville, S. C.—CP 1500 kc 100-250 w unl. Class IV, amended to 250 w N & D.

NEW, Dora Catherine S. Moss, Macon, Ga.—CP 1420 kc 250 w unl.

KGKO, Fort Worth—Auth. transfer control to George B. Dealey, E. M. Dealey, J. M. Moroney and M. M. Donosky in trust for A. H. Belo Corp.

WTAW, College Station, Tex.—Mod license re hours (contingent KTBC revocation).

WEBC, Duluth—CP increase to 5 kw N & D, directional N, Class III-A.

WEAU, Eau Claire, Wis.—Mod. license to 900 kc 5 kw N & D unl.

KSAL, Salina, Kan. — License change freq., equip., directional N, increase power.

WAAF, Chicago—Mod. license re morning hours.

KFXD, Nampa, Idaho—CP change to 990 kc 1 kw, new antenna, asks Class II, 1200 kc.

**MARCH 29**

WMCA, New York—FM 43600 1 kw.

WMBC, Detroit—CP change 1420 to 1220 kc (under treaty), increase to 50 kw, move trans., new equip., directional, asks Class II.

WHAT, Philadelphia — Auth. transfer control to Philadelphia Record Co.

WFTM, Fort Myers, Fla.—License new station.

El Paso Amusement Co., El Paso—Auth. transfer programs to Juarez, Mexico.

NEW, Drovers Journal Pub. Co., Chicago —CP 42600 1 kw FM.

WMT, Cedar Rapids, Ia.—increase to 5 kw N & D.

WSUI, Iowa City, Ia.—Mod. CP new trans., directional etc., further asking increase to 5 kw N & D, change antenna, asks Class III.

## LaGuardia Urges WNYC Fulltime

A NON-PROFIT, non-commercial broadcasting station, operated by a Governmental subdivision—State or city—should have priority for wavelengths and time over any private commercial station, Mayor LaGuardia of New York City told the FCC March 29 in support of the application of WNYC, municipally-owned station, for extension of its limited time to 11 p.m. If the law does not now provide this priority, he advocated that Congress clarify it.

In a hearing before FCC Counsel Hyde, the Mayor contended that Congress in enacting the Radio Act took every precaution to prevent monopoly on the air and laid down the policy of revocable licenses to prevent it. Mayor LaGuardia was critical of the networks, especially CBS, and related instances which he alleged showed an "arrogant attitude" by CBS officials in regard to the operations of the New York municipal station, which operates daytime on 810 kc., otherwise the clear channel of the CBS-owned, 50,000-watt WCCO, Minneapolis.

He stated that "when a city of 7½ million people comes before the FCC on application for full-time, there is a presumption of necessity, and no private station operated for profit can claim a prior right to prevent unlimited time by such a Governmental facility operated on a non-profit basis." The proposed expansion of WNYC's time would break down the WCCO clear channel and curtail its rural coverage.

Mayor LaGuardia added that he appreciated the wavelengths were limited in number, but "were also operated by too few people." He agreed the FCC's power to revoke licenses tended to place investment of private broadcasters at the agency's mercy.

Duke M. Patrick, counsel for CBS, cross-examined Mayor LaGuardia on his views about the priority of publicly-owned stations over existing private stations. This, Mr. Patrick said, would be contrary to the Communications Act and the former Radio Act which was passed during the Mayor's service in Congress.

# LATE *Personal* NOTES

AMID the exhibits at the recent WCKY-Junior Chamber of Commerce Hobby Lobby show ventriloquizes L. B. Wilson, president and general manager of WCKY, Cincinnati, with this puppet monkey on his knee. During the event five local hobbyists were chosen from a field of 265 for a special broadcast. A transcription was sent to Dave Elman of CBS' *Hobby Lobby*, and Elman chose one of the five to appear on his coast-to-coast Fels Naptha broadcast. Mayor Stewart proclaimed a "Hobby Lobby Week", 500 street cars carried posters plugging the event, 400 window cards were placed throughout the city, along with 400 displays of the sponsor's product in local grocery stores. An estimated 4,000 persons viewed the Hobby Lobby display.

## Old Timer's Return

ROYAL EASTERN Electric Supply Co., New York, one of radio's first sponsors, returns to the air April 1 on WMCA, New York, sponsoring "Smiling" Jerry Baker and his Novachord from 11 to 11:15 a. m., Monday, Wednesday and Friday. According to Stanford D. Goodman, sales manager of the company, Royal Eastern Electric had its first program on WEAF in 1920, presenting a musical trio, the *Eagle Neutrodyne Trio*, to advertise one of the first tube radio receivers. The new series, placed direct, will advertise Stewart-Warner radios and refrigerators, for which Royal Eastern is the distributor.

EX-LAX Mfg. Co., Brooklyn, on April 1 starts a 12-week campaign of daily station-break announcements on a large list of stations. Joseph Katz Co., New York, is agency.


Crystal Specialists Since 1925

**ATTENTION**

**BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION**

**We are at your service to—**

1. REGRIND your present crystal to higher new frequency . . . . **$17.50**
2. NEW CRYSTAL (less holder) . . . . . **$22.50**
3. NEW CRYSTAL fully mounted . . **$30.00**

**LOW DRIFT - APPROVED BY FCC**

*Scientific*
**RADIO SERVICE**
**124 Jackson Ave.**
**University Park, Md.**


G. S. (Pete) WASSER has resigned as general manager of WQDM, St. Albans, Vt., to join WJAS-KQV, Pittsburgh, about April 15. Mr. Wasser's capacity at the Brennen-Thompson stations, which also include WHJB, Greensburg Pa., has not been announced but it expected he will devote his primary efforts to national sales and promotion. Before joining WDQM two years ago, Mr. Wasser was vice-president in charge of the Eastern tellitory for Gene Furgason & Co., station representatives.

JOSEPH HANSON, formerly of Lawrence Fertig & Co., New York, has been named sales promotion manager of the National Retail Dry Goods Assn., replacing Alan Wells, who has resigned to take over advertising and sales promotion for the Kaufman Stores in Pittsburgh.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Los Angeles; Russ Johnston, CBS Pacific Coast program director and Marvin Young, NBC night manager, both of Hollywood, were initiated honorary members of the University of Southern California Alpha Chapter of Gamma Beta Alpha, national radio fraternity on March 26. The honor was conferred in recognition of their contributions to the radio industry. Alec Templeton, blind pianist, sponsored on NBC by Miles Laboratories (Alka-Seltzer), was also so honored.

SIDNEY L. DEAN and Philip A. Richardson, account executives of J. Walter Thompson Co., New York, and Chester A. Foust of the agency's Chicago office, have been named vice-presidents.

GEORGE FAULKNER, formerly of J. Walter Thompson Co., New York, has joined the production staff of the CBS program department.

BILL SPENCER, formerly of WAPO, Chattanooga has joined WSB, Atlanta, as announcer and assistant to John Cutler, commercial manager. Hubert Batey, formerly of WGPC, Albany, Ga., has joined the announcing staff.

WALTER KLEIN, formerly with KRBC, Abilene, Tex., and Albert Parlin have been added to the sales staff of WING, Dayton. O. Helene Rousch, new to radio, has joined the continuity staff.

BERNARD HERRMANN, Hollywood musical director of the concluded CBS *Campbell Playhouse*, sponsored by Campbell Soup Co., on March 31 departed for New York for the premiere of his symphonic choral work, *Moby Dick*. It is to be broad cast over CBS April 14 by the New York Philharmonic Symphonic orchestra. He will also engage in CBS musical work while in New York, and return to Hollywood in fall.

DAVE CASEM, formerly of WOR, Newark, and veteran press agent, has joined WOV, New York, as publicity and special events director.

ANN CORNISH, formerly in the research departments of Benton & Bowles, New York, and CBS, has been placed in charge of the research department of WQXR, New York.

BRYAN HOUSTON, manager of the San Francisco office of Young & Rubicam, has returned from an extended vacation in Honolulu and a business trip to New York.

OLGA BRITZ, formerly traffic manager of the old KEHE, Los Angeles, has been appointed office manager of Glasser Adv. Agency, that city.

DOUGLAS EVANS, KFI-KECA, Los Angeles announcer has been promoted to producer.

AL CHISMARK, former control operator of WSYR, Syracuse has been named chief engineer of WTRY, new 1,000-watter at Troy, N. Y., which makes its debut on 950 kc. about April 15. Carl Quirk, formerly of WKNY, Kingston, N. Y., has joined the engineering staff of WTRY.

ROBERT CARTER formerly of WFMJ, Youngstown, has joined the announcing staff of WHK-WCLE, Cleveland.

STEELE McCLANAHAN, formerly of WNOX, Knoxville, has joined the announcing staff of WCMI, Ashland, Ky. He replaces Russell Hirsch, who has resigned to rejoin WCOA, Pensacola.

DAVID H. HALPERN of the Henry Souvaine production company, New York, has become engaged to Adele F. Weil, of New York.

## FTC Stipulation

ZONITE PRODUCTS Corp., New York, on March 28 entered into a stipulation with the Federal Trade Commission to cease misleading representations in the sale of Zonite Ointment and other products. The FTC also issued a complaint against General Electric Co., New York, charging misrepresentation in the sale of electric light bulbs.

KRUEGER Beer & Ale, Newark, will start a small spot announcement campaign in mid-April on a group of New England stations, as yet unselected. Warwick & Leger, New York, is the agency.

## Durstine for Crosley

CROSLEY Corp., Cincinnati, has appointed Roy S. Durstine Inc., New York, to handle advertising for all products, including, radios, refrigerators, midget cars and washing machines. H. G. Little, recently resigned as a vice-president of Lord & Thomas, New York, will manage the account. Recent additions to the staff of the Durstine agency include George Cooke, formerly of the Stromberg Time Corp.; Walter J. Daily, previously in charge of advertising and sales promotion for General Electric Co., Cleveland, and Matthew Hufnagel, formerly of BBDO, New York.

BOB PROVAN, recently elected a city alderman, on April 1 celebrates his fifth anniversary as an announcer of WDRC, Hartford.

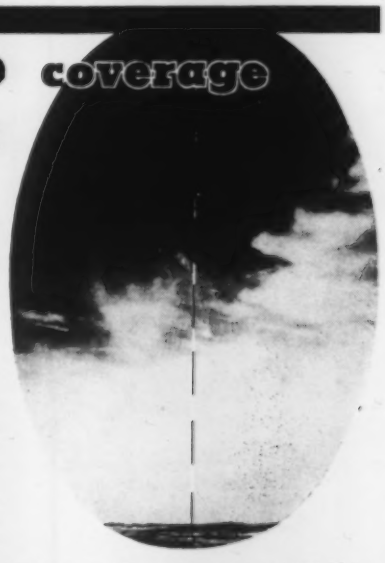

**(U.P.)**

**THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE**

**UNITED PRESS**



**INCREASED coverage ...at LOWER cost!**



*Lingo is a good investment*

**The very day a Lingo "Tube" Radiator goes to work for your station, you are assured of increased efficiency and uninterrupted service. *Every* day Lingo's high performance and low maintenance are proven by actual operating results at the many stations where they are now installed. One enthused engineer writes: "The signal far surpasses any 100 watt station on 1500 KC I have ever heard." No matter how large or small your station, Lingo can more than satisfy your requirements. You don't have to take our word for it. We'd rather show you the happy experiences of stations now using Lingo Vertical Tubular Steel Radiators.**

• *Write today for complete details in folder "B". Please give location, power and frequency.*

**JOHN E. LINGO & SON, INC. Dept. B-4 CAMDEN, N. J.**

**LINGO VERTICAL TUBULAR STEEL RADIATORS**

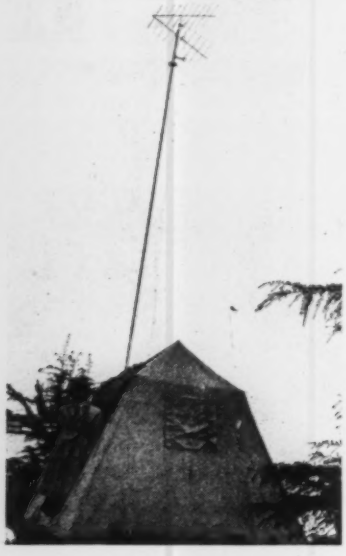
# Press Berates FCC's Order For Rehearing on Television

## Commission Said to Have Gone Too Far, Stifling New Industry; Called 'Usurpation of Power'

A BARRAGE of editorial criticism against the FCC developed in the daily press following the March 23 television citation [see pages 22 and 50-51], ordering RCA to explain at a rehearing April 8 its merchandising campaign to promote receiver sales.

Branding the action as "bureaucracy at its worst" and as "usurpation of power" several newspaper editorial writers and columnists saw in it dire forebodings for radio generally. These commentators held the view that the FCC had overstepped its authority.

Aside from the very brief statement March 23 by David Sarnoff, RCA president, expressing "amazement" over the Commission's action, no further official word was forthcoming from RCA regarding the citation. However, Alfred H. Morton, NBC vice-president in charge of television, without directly commenting on the action, on March 26 told a group of more than 100 New York agency, advertising and station executives attending the weekly "broadcasters bull session" luncheon in New York that although there are today certain attempts to block television progress, reminiscent of those of "King Canute to stop the tide", there is no doubt as to the eventual outcome.



**THIS HAYRAKE** antenna located 400 feet from the stage of the Hollywood Bowl, to which it was tied by a coaxial cable, served as relay to the Don Lee television transmitter W6XAO, six miles away. Easter services attended by 30,000 were broadcast. Robert L. Pitzer, Don Lee engineer shown in picture, was in charge of the relay. Harry R. Lubcke, Don Lee television head, directed the pickups by conference circuit telephone. Two new portable televising cameras were used, one with telephoto and the other with wide angle lens. Since the event took place at dawn, artificial illumination was necessary. Another Don Lee outdoor pickup originated at the World's Championship Rodeo Circus from the Los Angeles Coliseum.

### Called Unwarranted

Industry observers generally regarded the FCC action as unwarranted. Observers were of the opinion that the industry erred when it capitulated to a "limited commercial" status for television. They pointed out that after the television hearings the FCC promptly set up forms to glean from television licensees all factual data. In this connection, they pointed to the recent Supreme Court decision in the Sanders case, which holds that Congress did not give the FCC authority to regulate program or business phases of broadcasting.

David Lawrence, noted Washington columnist, pounced upon the FCC citation as an instance of another Governmental Commission joining "the wave of arbitrariness and usurpation of power which has swept Washington lately." He held that "a big industry has been struck down with the inevitable result that more unemployment will follow."

Asserting that the FCC was empowered by Congress to allocate wavelengths but was never given any power or control over the sale or merchandising of receiving sets, Mr. Lawrence declared that "it now seeks to grab that control". If the present order is not upset by the courts, he stated, "the FCC will exercise complete control next over what the owners of radio sets may or may not do".

### Should Be Rescinded

"There is as much legal justification for what the FCC has just done to kill off or retard television —a pioneer industry in which millions have been spent in research— as there is for telling people what programs they may listen to with their receiving sets," Mr. Lawrence's syndicated article said.

Mr. Lawrence called for a "Congressional investigation of the FCC in its entirety to determine the extent to which the present law is being distorted." Pointing to other instances of purported excesses by the FCC, Mr. Lawrence declared that in the case of television the "usurpation of power has gone further than ever before". He said that if there is anything wrong in RCA merchandising, the Federal Trade Commission is the agency to make a finding and not the FCC.

Mr. Lawrence followed up his March 25 column with another March 27 analyzing the Supreme Court decision in the Sanders case as one which negatived the FCC television citation. He said it cannot be doubted, in the light of the Supreme Court opinion, "that the FCC now will rescind its order and let the American people have television." The Supreme Court opinion, according to Mr. Lawrence's interpretation, declares in unmistakable language what the rights of the FCC are "and plainly the Commission had no lawful right to issue the order which it did last week, striking down the development of television."

### FM and Obsolescence

The *New York Herald-Tribune* in an editorial March 26 viewed the FCC action as "absurd". It branded the FCC action as not only "utterly unsound" but without the "virtue of consistency". Referring to the FM hearings looking toward introduction of another new "radio device", it said that if the Commission considers it its duty to protect the handful of well-to-do customers potentially affected by RCA's television selling campaign "then it is infinitely more important that it halt all sales of radio sets until FM shall have been established commercially." It added it is an open secret that this advance in radio transmission (FM) "will make not 2,500 but 45,000,000 radios become old-fashioned overnight."

The *Washington Post* labeled the FCC action a "setback for television". It called the FCC's expression of alarm "exaggerated" and said that the only way in which privately-owned industries can attract capital with which to perfect the products of invention is to ask the public to share the developmental costs by buying their goods or services.

"The FCC's reluctance to permit limited commercialization of television programs suggests an excess of caution", said the *Washington Post*. "To be sure television is an infant industry. But unless more encouragement is given to stimulate public interest in the initial stages of its development, it will be impossible to discover just where televisions' wonders can be most usefully employed."

### Cartoon and Comment

In its issue of March 27, the *New York Herald-Tribune* published a three-column cartoon by Brown titled "That Long Nose of Government, Again". There was depicted the public in front of a television receiver, labelled "Television Business". The television reception, however, was blocked by the proboscis of a giant head labelled "FCC". The public was represented as observing: "Say! I'm willing to pay for this!"

The *Philadelphia Inquirer* commented March 28 in an editorial titled "Bureaucracy's Blackout of Television" that there probably would never have been an auto or a radio industry if similar Federal paternalism had marked their early days. "Government regulatory bodies are necessary," the *Inquirer* wrote, "but they can be interfering nuisances that hamper industrial advancement, shackle business and stifle re-employment. The ICC was set up when railroad conditions made Federal regulation essential. But the ICC has just about regulated the railroads to death.

"There is a legitimate place for the FCC. But it oughtn't to be allowed to stall progress by keeping a bureaucratic blackout on television."

### An Effective Medium

Mr. Morton, in his March 26 address, gave a factual report on NBC's experience with regular television broadcasting during the last year. Asserting that NBC currently is presenting between 12 and 13 hours of video programs a week to televiewers in the New York area, he estimated there were about 2,500 sets in homes within the range of NBC's television transmitter, of which about 75% are tuned to evening telecasts and 60% to afternoon programs.

"Television will stand or fall on what passes across the screen in the living room of set owners," he declared. He added that television versions of stage dramas have been the most popular presentations. As an advertising medium, he said television combines the three essential elements of salesmanship — sight, sound and motion—and adds a new element of immediacy. He said authorities in advertising have estimated television will "pack a punch" from four to ten times as powerful as that of any existing medium.

Regarding networking of television, he said NBC hopes to inaugurate a relay system connecting New York with Philadelphia and then with Baltimore and Washington. "All we need to go ahead is adequate encouragement and a moderate freedom of action," he declared.

## ESSO VIDEO NEWS
### Stills, Music, Titles Used In NBC Program

FIRST sponsored news series designed especially for television was launched March 20 as a regular Wednesday evening feature of W2XBS, New York, through the cooperation of NBC's television department and Marschalk & Pratt, New York, advertising agency for Standard Oil Co. of New Jersey, sponsor of the series, *The Esso Television Reporter*. Although FCC regulations do not permit the sale of time or facilities, cooperative experimentation is allowed, and in this series the salary of William Spargrove, newscaster, is paid by the sponsor.

Differing from the telecasts of Lowell Thomas's newscasts for Sun Oil Co., during which the camera is focused on Mr. Thomas as he reads his script, the Esso series presents news pictures illustrating the words of the announcer as he talks. Between news items printed titles are shown and appropriate organ music heard. When he reads the commercial, concerning one of the ingredients of Esso gasoline, the announcer shows the audience first a bottle containing a sample of that ingredient and then a copy of the U. S. Patent covering it.

Consensus of a number of televiewers was that the commercial was better television than the program itself. To watchers accustomed to newsreels and to television pickups of actual news and sporting events, the still photos seemed crude and lacking in interest, too simple for so sophisticated a medium as television. As an experiment in the use of a new medium, however, the telecast was both interesting and significant.

# ...of *Mikes and* Men

THE Nation's Station has always been among the first to adopt proven new methods of broadcasting. Not only is WLW's technical equipment as modern as can be created, but a continuous program of research keeps it abreast of the newest developments. Its research laboratory has developed numerous new ideas which have been accepted by manufacturers and broadcasters alike.

Equipment is not installed and then used until completely antiquated or until the full limit of depreciation has been written off. Instead, it is constantly improved and kept up-to-date through research and experimentation.

Justifiably proud of its engineering achievements, the Nation's Station suggests that advertisers consider these things, too, when planning to sell the vast mid-west market.

WLW

FCC APPROVAL No. 1462

# *New* RCA Broadcast Frequency Monitor— Type 311-A

## Designed for new frequency deviation regulations of the FCC

THE RCA 311-A is an entirely new instrument of unusual accuracy and reliability for measuring and checking carrier frequencies of broadcast transmitters. Employing advanced methods of precision frequency measurement, the 311-A makes it easy for the operator to know accurately his carrier frequency at all times and to maintain its value well within the 20 cycle deviation limits the FCC will require.

Designed for maximum stability and freedom from drift, the 311-A enables stations to avoid the expense of too frequent check measurements. An extra large Deviation Meter permits the operator to check deviation easily from across the average room. A unique audio discriminator circuit provides reactance balance rather than resonance equalization.

The oscillator employs a "V" cut low temperature coefficient crystal mounted in a holder especially designed to eliminate frequency changes caused by sudden shock or vibration. The holder is contained in a heat chamber whose temperature is controlled to .05° C. The oscillator circuits are located in an outer temperature-regulated chamber. Both thermostats are factory adjusted. Additional "watchman" thermostats furnish safety protection against accidental overheating.

A careful analysis of this instrument will reveal that the customary high standards of RCA Engineering have again created an instrument of real value to broadcasters.

### TECHNICAL SPECIFICATIONS

| | |
|---|---|
| **POWER SUPPLY:** | 105-125 volts; 50-60 cycles; 165 watts total. |
| **R. F. INPUT:** | Less than one volt required. |
| **FREQUENCY RANGE:** | 540 to 2000 KC by means of individual crystal. |
| **ACCURACY:** | Crystal oscillator stability, 2 parts per million. Effect of 25°C. temp. change, less than .6 cycle. |
| **SIZE:** | Rack mounting panel—width 19″, height 15-3/4″. |
| **WEIGHT:** | 96 pounds. (unpacked). |

RCA *Measuring Equipment*

RCA MANUFACTURING CO., INC., Camden, N. J. • *A Service of the Radio Corporation of America*

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

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